

Welcome

WELCOME TO PROFITABLE SUSTAINABILITY: THE FUTURE OF BUSINESS

Welcome to this gathering of dynamic people concerned for creating a sustainable society. Profitable Sustainability is a theme that is guiding businesses to create solutions through the marketplace for our common social, environmental and economic challenges. Your exploration of this topic brings you to the forefront of a very important movement within the business community.

When NBIS, the Future 500 and the Collins Family Foundation launched the conference planning over a year ago, we set out to create a program that would be interactive, offering opportunities for learning and dialogue across divisions and sectors. We wanted to set the conference within the global imperatives, challenges and opportunities of our time, recognizing that business is one of the great drivers for good or ill with impact far beyond regional and national boundaries. We also wanted to engage the regional nexus of action and opportunity in the Northwest, building leadership and demonstrating the opportunities for economic, environmental, and community benefit to be gained through sustainable business practices.

Ray Anderson of Interface, Inc. talks about climbing the sustainability mountain. He understands that achieving sustainability is a systemic and multifaceted endeavor. The great value to be gained from this conference is the opportunity to deepen our individual knowledge and skill base while also broadening our understanding of the interrelatedness of our work with the work of others. Whether you are a speaker, an exhibitor, or registrant, you are vital to the dialogue of this conference. We invite you to participate fully with your ideas, experience and questions.

We hope that the benefits you take from this conference will include:

- Deepened understanding of the business case for sustainability to help you leverage change in your company or organization;
- Tools, ideas and applications to further position your organization for the sustainability advantage;
- New relationships, partnerships, and alliances through which you can continue dialogue and sharing of ideas and strategies.

We look forward to the opportunities this event offers us to work together toward our common future -- and to bring greater benefit to our economies, communities and bioregions.



Karl Ostrom & Mary Rose
Directors of NBIS



Bill Shireman
CEO of Future 500



Dwight Collins
President of Collins Family Foundation

CONFERENCE ORGANIZERS AND STAFF

NBIS

Karl Ostrom, Co-Director
Mary Rose, Co-Director
Kelly McCaffrey, Program Associate
Tom Crawford, Resource Alliance and
NBIS Interact Development
Kevin Wilhelm, Steering Committee
member and Organizational
Development Advisor

FUTURE 500

Bill Shireman, President and CEO
Aileen Ichikawa, Director of Corporate
Accountability Practice (CAP) Services
Cate Gable, Director of Product
Stewardship
Alison Wise, Director of Business
Development and Public Policy

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Jane Alcoff, Director of Development

Executive Planning Committee

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Senior Program Manager
Battelle, Pacific Northwest National Laboratory

Terri Anderson
Trustee, Center for Ethical Leadership

Nik Blosser
President, Celilo Group Media and
Publisher, Sustainable Industries Journal

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Executive Director, Bainbridge Graduate Institute

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Antioch University/Seattle

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Seattle City Council

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Core Faculty, Center for Creative Change
Antioch University Seattle

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Assistant Dean, Albers School
of Business and Economics
Seattle University

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Senior Consultant, Director of Product
Stewardship, Future 500

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Managing Director of Procurement
Alaska Airlines

Elaine Gibbons
Russell Investment Group

Signe Gilson
Environmental Consultant

Burton Hamner
President, Hamner Associates

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Sustainability Coordinator, Governor's
Executive Policy Office

Bruce Herbert, AIF
President, Newground Social Investment

Emma Johnson, Regional Projects and
Sustainability Specialist
Solid Waste and Financial Assistance Program
Washington State Department of Ecology

Cristine Kim
Human Resources Procurement Manager
Nordstrom, Inc.

Jonathan Kroman
Attorney, Garvey Schubert Barer

Stan Lance
Vice President, U.S. Bank

J. Gary Lawrence
Principal Sustainability Consultant, ARUP

Dan Leahy
President of LIOS and Dean of LIOS Bastyr School
of Applied Behavioral Science

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Environment International, Ltd.

Nick Lewis
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International, Ltd.

Tracy Morgenstern
Business Outreach Coordinator
City of Seattle Office of Sustainability and
Environment

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Executive Director, Pacific Northwest Economic
Region

Elisa Murray
Communications Director, Northwest Environment
Watch

Karl Ostrom
Executive Director, NBIS/NW

Libba and Gifford Pinchot
Pinchot & Company and co-founders, Bainbridge
Graduate Institute

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Vice president, Human Resources, SONUS
Pharmaceuticals

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Principal Environmental Engineer, Ridolfi Inc.

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Co-President, PRR

Mary Rose
Co-Director, NBIS/NW

Rita Schenck
Executive Director
Institute for Environmental Research and Education

Jonathan Scherch
Core Faculty, Environment and Community
Center for Creative Change
Antioch University/Seattle

Bill Shireman
President, CEO, Future 500

Phyllis Shulman
Legislative Assistant to Councilmember Richard Conlin

Thor Skov
Grants Manager, Stillaguamish Tribe of Indians

Burr Stewart
Strategic Planning Manager, Port of Seattle

Kevin Wilhelm
President, Innovative Business Strategies

Kristin R. Woolever
Director, Center for Creative Change
Antioch University Seattle

PARTICIPATING AND ENDORSING ORGANIZATIONS

American Association of Lifecycle Analysis

Antioch University Seattle

Bainbridge Graduate Institute

Center for Ethical Leadership

Center on Corporations, Law & Society – Seattle

University School of Law

City of Seattle Office of Sustainability and
Environment

Environmental Coalition of South Seattle

Greater Seattle Chamber of Commerce

Innovest

Leadership Institute of Seattle

Northwest Association of Purchasing Managers

Northwest Environment Watch

Northwest Environmental Business Council

Pacific Northwest Economic Region

Oregon Environmental Council

Oregon Natural Step Network

Resource Venture

Ross & Associates Environmental Consulting, Ltd.

WORKING COMMITTEE CHAIRS**Program Committee:**

Ingrid Rasch, Vice president, Human Resources,
SONUS Pharmaceuticals

Karl Ostrom
Executive Director, NBIS/NW

Acknowledgements

Committees:

Exhibits and Learning Centers

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Jonathan Scherch, Center for Creative Change, Antioch University, Seattle, Co-Chair

Signe Gilson, Environmental Consultant

Sponsorship Committee:

Stan Lance, VP U.S. Bank, Chair

Facilities and Hospitality – Greening the Conference Committee

Signe Gilson, Environmental Consultant, Chair

Also special thanks to the Seattle Westin Hotel:

Elisabeth James, General Manager

Lisa Wallace, Account Director

Sonya Howard, Convention Services Manager

Rodney Schauf, Director of Engineering

Publicity, Promotions and Publications

Michael Richards, Co-President, PRR and staff

Brad Hornick Communications

Heather Nordell, Swift Impressions, Inc.

Sherry Palmiter, Salmonberry Designs

Kate Kaemerle, Entech PR

New Leaf Paper Company

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Puget Sound Business Journal

Sustainable Industries Journal Northwest

Honorary Committee

Members of Governor Locke's Sustainable Washington Advisory Panel:

Senator Lisa Brown
Washington State Senate, 3rd Legislative district

Alan Thein Durning
Executive Director, Northwest Environment Watch

K.C. Golden
Climate Solutions

Representative Fred Jarrett
Washington State House of Representatives, 41st Legislative district

Rick Krochalis
Regional Administrator, Federal Transit Admin

Karl Kupers
Columbia Plateau Producers

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Director, City of Seattle Office of Sustainability and Environment

Ben Packard
Director of Environmental Affairs, Starbucks Coffee Company
Chair of the Business Sustainability Committee of the Seattle Chamber of Commerce
Advisory Board Member of Net Impact, UW Chapter
Member of Mayor Nickels' Urban Sustainability Advisory Panel

Andrea Ramage
Program Manager, Environmental Performance,
Program Manager, National Sustainable Development CH2M Hill

Dr. Bradley Smith
Dean, Western Washington University Huxley College of Environmental Studies

ALSO:

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Seattle City Council

Sandi Cutler
Vice President for Institutional Planning & Public Affairs, Bastyr University

Dr. Bill Grace
Founder and Executive Director, Center for Ethical Leadership

Dan Leahy
President of LIOS and Dean of LIOS Bastyr School of Applied Behavioral Science

Joseph Phillips
Dean, Albers School of Business and Economics, Seattle University

Chantal Stevens
Executive Director, Sustainable Seattle

Tracy Wolpert
PCC Natural Markets

Kristin R. Woolever
Director, Center for Creative Change
Antioch University Seattle

How to use the conference

Sunday's Events

Monday's Events

Tuesday's Events

Wednesdays Events

Sponsors

Platinum

Gold

Silver

Partners

Exhibitors

Map

Quick View Schedule

Greening the Conference

A Summary of Green Conference Measures

NBIS and the Greening the Conference Committee have worked to reduce waste and use of resources, and to support sustainable products, services and vendors. The conference has emphasized electronic communication and use of recycled paper when printed materials are called for. New Leaf Paper Company is providing 100% post-consumer content recycled paper for the conference handbook. Background materials, speaker presentations, and most handouts will be provided on CD or through the conference website.

NBIS and The Westin are working together with produce suppliers to serve organic foods. Starbucks Coffee Company is generously providing Fair Trade coffee for coffee breaks and during meals. NatureWorks biodegradable plastic ware made from corn sugar rather than petroleum is being demonstrated at coffee breaks.

The Westin Hotel, our conference venue, has focused significant attention on energy and water conservation in recent years, updating equipment and facilities to reduce costs and save resources. Hotel management has worked in partnership with Seattle Public Utilities to conserve water and energy through the City's Water Smart Technology Program and with the City of Seattle and Puget Sound Energy for further reductions in water and energy use.

Overnight guests will notice that The Westin offers an "opt-out" alternative to daily linen washing. The Westin recycles paper, plastic, and glass from guest rooms and paper, cardboard, glass, pallets, paints, solvents, batteries, electronics, and finds reuse for linens and furniture. All these measures have saved thousands of dollars, gallons of water, and many kilowatt hours.

The Bonneville Environmental Foundation has generously donated "Green Tags" to offset greenhouse gas emissions generated by the energy demand of our three-day conference. By supporting non-polluting power sources, Green Tags help shift energy sources away from fossil fuel based sources. To learn more, contact Bonneville Environmental Foundation at www.GreenTagsUSA.org.



How to use the Conference

The Conference Program

Plenary programs address the global, social and economic framework for profitable sustainability.

Forums highlight best practices and leading-edge thinking on the mega-slopes of the sustainability mountain: new technologies; new products and services; new partnerships and alliances; and management innovations.

Workshops offer an extensive array of opportunities for in-depth learning and discussion in specific applications and topic areas.

In addition, the conference offers you the opportunity to:

- Contribute to discussions and recommendations for policies that will better support businesses in implementing sustainability. At each workshop breakout period, one session is devoted to policy development. Walt Roberts of the Performance Center will be leading these and the distillation of discussions and proposals will be presented at the closing Action Plenary on Wednesday morning. We encourage every participant to attend one of these sessions.
- Utilize the Open Space sessions as a way to engage in deeper dialogue on topics that have emerged of interest to you and others, or to initiate new topics.
- Propose and develop your own entrepreneurial or intrapreneurial ideas. Gifford Pinchot will lead an ongoing entrepreneurial process beginning with the workshop “Ecopreneuring and Intrapreneuring: the Key to Profitable Sustainability” on Tuesday morning. These ideas and more will be brought to a lively conclusion at Wednesday morning’s Action Plenary: The Marketplace for Ideas.
- Develop relationships and become part of the community of practice that spans company, organization, and national boundaries.

The Exhibit Hall: We have invited some of the pioneering businesses and resource organizations to participate in the Exhibit Hall. Our exhibitors represent some of the best of the creative responses being made to the sustainability challenge in the business community. Take time to explore the products and opportunities represented here.

The Idea Wall: Look for the Idea Wall and share your thoughts, observations, and brainstorms as you go through the conference. This is a way for our conference community to quickly share ideas and reflections along the way. These will be gathered up, organized and shared with the community.

NBIS Interact: visit the FMYI booth and log on to NBIS Interact. Here we will be developing peer working groups around topics and affinity interests growing out of the conference. Through Interact you can enter your personal or company profile, share stories of achievements, best practices, papers and resources on sustainability topics, and continue the dialogue after the conference. NBIS Interact is offered free to conference participants through December 31, 2004.

Future Programs Suggestion Box: Want to explore a particular theme or topic in more depth? NBIS will be planning follow-up training, workshops and special events and we welcome your suggestions. If you are from outside the Puget Sound region, we encourage you to take those ideas back to your community and share them with your local colleagues and organizations.

ADDITIONAL INFORMATION

- Messages: there is a message board outside the information window in the Grand Foyer area. Check there for phone messages and use the message board to connect with other conference attendees.
- Who’s Who: the full conference attendance list and more speaker information is provided on the conference CD.
- Surveys and Evaluations: we appreciate your participation in completing our surveys and evaluations. These give important feedback to our speakers and help us evaluate program content and interest areas as we plan for future events.

WORKSHOP**Dancing with the Tiger: Implementing Sustainability/CSR Practices in the Real World**

Two of North America's foremost practitioners offer a very practical, hands-on workshop dealing with overcoming the challenges inherent in the dance of sustainability/CSR integration. Participants will learn many of the latest techniques from the leading edge of sustainability/CSR practice in business, government and the military. This workshop will provide an integrated approach to several sustainability frameworks, strategies, tools, and processes, including The Natural Step Framework, Natural Capitalism, Biomimicry, Environmental Management Systems, Sustainability Management Systems, and others. All participants will receive a copy of the author's most recent book on sustainability/CSR implementation, *Dancing With the Tiger*, which features original case studies from their sustainability/CSR work in some of North America's most progressive organizations, such as Starbucks, Nike, CH2MHILL Engineering, the Resort Municipality of Whistler, and others.



Brian Natrass
Co-Founder
Sustainability Partners



Mary Natrass
Co-Founder
Sustainability Partners

WORKSHOP**Life Cycle Assessment--A Tool for Sustainable Management**

This course will cover basic information about LCA: what it is, its uses and how it supports sustainability. Description of LCA efforts at home and abroad will help output LCA in context. Attendees will learn about life cycle assessment, life cycle management and life cycle thinking tools, and how they can apply them to their own work situations.



Rita Schenck
Executive Director
Institute for
Environmental
Research & Education

Joyce Cooper
Assistant Professor, Mechanical Engineering
University of Washington

**Welcome Reception
& Exhibit Hall Grand Opening
6:00 - 8:30 p.m.**

How Sustainable Practices Strengthen Benefits for Business, Communities and Ecosystems

PLENARY: Why Sustainability is Critical for Business Success - Grand Ballroom



Bill Shireman
CEO, Future 500

**Profitable Sustainability:
The Key to Triple Bottom
Line Success**



Sarah Severn
Director of Corporate Sustainability, Nike, Inc.

**How Working with Nature Can Contribute to
Your Company's Competitive Advantage**



Anita Burke

**The Role of Business
in Creating Healthy
Communities**



**Moderator
Elizabeth Pinchot**
President, Pinchot
& Company and
Co-Founder and
Dean of Faculty
and Students,
Bainbridge
Graduate Institute



**Moderator:
Walt Roberts**
The Performance Center

10:00 - 10:30 a.m. BREAK - Refreshments in Exhibit Hall

FORUM - CLEAN PRODUCTS - Cascade Ballroom II

Increase Prosperity with Green Building

High performance green buildings are designed, constructed, and operated to boost environmental, economic, health and productivity performance over that of conventional building. With more than 5% of all new U.S. construction projects being built green, more and more organizations are experiencing the benefits of building and leasing green space. Developers and owners of green buildings are realizing increased net operating income, lower operating costs, faster lease-up rates and higher re-sale values. Tenants in green buildings are experiencing increased employee productivity, decreased employee turnover, lower operating expenses, and enhanced health and well-being of their workforces. Learn from the panelists how green building has been incorporated into their business strategy to help them accomplish organizational goals.



Lynne Barker
Sustainability Strategist
Department of Planning and
Development
City of Seattle



Hamilton Hazelhurst
Development Manager
Vulcan, Inc.



Bert Gregory
CEO
Mithun



**Moderator
Rob Bennett**
Senior Program Manager
Office of Sustainable Development
City of Portland

FORUM - CLEAN TECHNOLOGY - Cascade Ballroom I

The Third Wave in Biotechnology: Creating a New and More Sustainable Industrial Revolution

Industrial biotechnology is quietly creating a new industrial revolution and changing our manufacturing infrastructure and how we process raw materials. This presentation will introduce the basic elements of industrial biotechnology and the technical innovations that are rapidly causing the “third wave” in biotechnology. This introduction will be followed by a discussion of how a bio-based infrastructure and economy can be nurtured and of the importance of integrating concepts of industrial ecology into such an infrastructure. This will include a special emphasis on utilizing bio-based feedstock derived from agriculture waste and the number of bio-based products that will be produced by bio-refineries of the future.



Brent Erickson
Vice President, Industrial and Environmental
Biotechnology Industry
Organization



Dennis Stiles
Program Manager
Pacific Northwest National Laboratory



Pat Gruber
Vice President, Chief Technology
Officer Cargill Dow LLC



Moderator
Ingrid Rasch
Vice President, Human Resources
SONUS Pharmaceuticals

FORUM - MANAGEMENT INNOVATION - Fifth Avenue Room

Managing Your Supply Chain for Profitable, Social, and Environmental Benefit

In this forum, we explore the factors that enable firms to implement the Triple Bottom Line paradigm within their supply chains successfully. Speakers will share experiences on what works and what doesn't work.



Chair
Dwight Collins
President, Collins Family
Foundation

**Lessons from Supply Chain
Optimization Models and
Supply Chain Physics**



Tracy Casavant
MES, P.Eng, President,
Eco-Industrial Solutions Ltd.

**How Eco-Industrial
Networking Can Help Green
Your Supply Chain**



Chair, Gil Friend
President and CEO Natural Logic,
Inc. and Session Chair

**Building Profitable
Sustainability through
Strategic Supply Chain
Partnerships**



Aileen M. Carrell
Manager, Green Coffee
and Sustainability Operations, Starbucks
Coffee Company

**Using Market Mechanisms to Promote
Supply Chain Sustainability**

FORUM - PARTNERSHIPS & ALLIANCES - Grand Crescent

Building Community Prosperity and Local Economies

In this session we will explore several different models of how businesses can thrive while directly contributing to the needs and values of the communities in which they operate. Panelists will discuss partnering opportunities between rural and urban, large and small companies.



Ken Larson
CSR Manager
Hewlett-Packard

Michelle Long
Executive Director
Sustainable Connections of NW Washington
& Business Alliance for Local Living Economies (BALLE)



David Williams
CEO
ShoreBank Pacific



Moderator
Nik Blosser
President, Sustainable Industries Journal
Northwest, Celilo Group Media, Inc.

11:45 a.m. - 12:00 p.m. BREAK

**Afternoon Sessions: Innovative Strategies
for Triple Bottom Line Profits**



LUNCHEON PLENARY - Grand Ballroom

The Key to Competitiveness and Prosperity

Natural Capitalism is an approach to doing business that is more profitable than business-as-usual and solves most environmental and many of the social challenges facing our world today.

Hunter Lovins
President, Natural Capitalism Inc. and co-founder of the Rocky Mountain Institute

1:30 - 2:00 p.m. BREAK

Keys to Profitable Sustainability

FORUM - CLEAN PRODUCTS - Cascade Ballroom II

Designing, Producing, and Marketing for the Triple Bottom Line

This forum will present perspectives on the drivers of clean product development that are emerging from new technologies, public policy, the financial sectors, and the evolving demands of consumers and NGO's from around the world. Case studies of leading edge products will be utilized to assess the costs and benefits to businesses pioneering in the design, production, and marketing of clean products. Environmental, social, and business criteria will be used to assess the products' lifecycle and value as a sustainable product. Learn how clean products can be integrated into strategic planning as an opportunity for increasing triple bottom line profitability.



Grant Watkinson
President
Coastwide
Laboratories



Dennis McGrew
Chief Marketing
Officer
Cargill Dow LLC



**Moderator
Bill Shireman**
CEO, Future 500



Jason Kinnis
Founder and
President,
Hemptown
Clothing, Inc.



Matthew Buck
Assistant Director
The Food Alliance

FORUM - CLEAN TECHNOLOGY - Cascade Ballroom I

Creating Profit and Jobs with Energy-Saving Technologies and Renewables

With gas and oil prices soaring and increasing security threats linked to fossil fuel dependence, entrepreneurial opportunities in renewable energy, energy efficiency, and "smart" energy systems are growing rapidly. At the same time, climate disruption is driving governments and businesses to adopt policies to limit global warming pollution. As these trends converge, technology and market opportunities for businesses that offer clean, efficient energy solutions emerge as a bright light on the Northwest's economic horizon. All businesses have a growing competitive stake in the transition to clean domestic energy sources and efficient energy systems.



Joel Makower
Founder
GreenBiz.com
(Green Business
Network)



Maura O'Neill
President and CEO
Explore Life

Karen Grieser
Manager,
Demonstration Projects
Northwest Energy Technology
Collaborative



Heidi Sickert
Director of
Environment and
Business Leadership
(ENABLE) Program
Oregon
Environmental
Council



**Moderator
KC Golden**
Policy Director
Climate Solutions

FORUM - MANAGEMENT INNOVATION - Fifth Avenue Rooms

The Journey to Lean--Aviation's Path and Environmental Outcomes

"Lean" production design and practice aims to implement more efficient operations that inherently produce less waste and generally result in significant financial and environmental performance gains. The basic outline of "lean" practices as applied to the aviation sector will be introduced. Speakers will talk about the environmental outcomes associated with lean implementation as well as the economics and competitiveness drivers. This forum will use commercial aviation as a case study to discuss experiences, lessons learned, and challenges for further improvement. Viewpoints will include that of a supplier, a designer/builder, and a customer (commercial airline). The customer perspective will extend the discussion into service industry applications of lean.



Carolyn Corvi
Vice President,
General Manager
737/757 Airplane
Programs
Boeing Commercial
Airplanes



Jennifer Tice
Associate
Ross & Associates
Consulting, Ltd.

Bill Binder
President, Exotic Metals



Dan Jordan
Manager, Catering
Operations
Alaska Airlines



**Moderator
Barbara
Thompson**
Director,
Environmental
Health & Safety
Boeing
Commercial
Airplanes



**Moderator
Bill Glover**
Director,
Environmental
Performance
Boeing
Commercial
Airplanes

FORUM - PARTNERSHIPS & ALLIANCES - Grand Crescent

How World Trade Can Contribute to Sustainable Prosperity



David Batker
Director
Center for Applied
Ecological
Economics
Asia Pacific
Environmental
Exchange (APEX)



Chandran Nair
Global Institute for
Tomorrow (GIFT)
Former Chairman,
ERM Asia-Pacific



**Moderator
Bill Center**
President,
Washington
Council on
International
Trade



Tachi Kiuchi
Chairman
Future 500
CEO, E-square;
Former Chairman
and CEO Mitsubishi
Electric America

Ed Quevedo
Director, Environmental
Management and
Sustainability
Programs, WSP
Environmental, N.A.

WORKSHOP - Cascade Ballroom IC**Can Green Power Actually Benefit My Business?**

Kevin Hagen
Founder and Principal
Shuksan Energy Consulting

This workshop demonstrates how leading corporations are using green power to achieve business objectives and meet environmental and social responsibility goals. Green Power products are the fastest growing segment of the utility industry, however, the many options can be confusing and difficult to compare. This workshop offers the objective material for business decision makers to find out if a renewable energy strategy is right for their business. In addition we offer "lessons learned" to help companies avoid common missteps in implementation and how to maximize the benefits with effective communication tools.

WORKSHOP - Vashon I**Getting Value out of Sustainability Reporting**

Anita Burke



Jean Rogers
Senior Consultant,
Arup

This workshop will explore an approach to sustainability reporting that can improve the sustainability profile of the company and advance the goals of the organization, in addition to meeting external demands. It is driven by internal value and a conscious selection of meaningful indicators based on materiality rather than reactive responses to external standards, stakeholder pressure, or questionnaires. Rogers and Burke will explore the elements of the reporting process, and discuss common pitfalls and best practices in terms of making reporting a valuable process. Elements range from defining "sustainability" in your own terms to using guidelines to your best advantage to developing a baseline.

WORKSHOP - Orcas**Corporate Governance and Sustainability**

Dianne Dillon-Ridgley
Director, GreenMountain Energy Company
Director, Interface, Inc.

Mark McKay
President
Booth Creek Natural Foods

Moderator
Ed Quevedo
Dir., Environmental Management & Sustainability
Programs WSP Environmental, N.A.

WORKSHOP - Cascade Ballroom II**You Get What You Measure**

Valerie Lee
CEO, Environment International, Ltd.

Develop and use sustainability indicators within your Environmental Management System and/or accounting system to develop benchmarks that will guide and motivate your company.

WORKSHOP - Whidbey**Should We Build Green--Decision Support Tools**

Judith Herrwagen, Ph.D., J.H. Heerwagen & Associates, Inc. **David Hewitt**
Northwest Energy Efficiency Alliance



Moderator: Steve Paget,
Olympic Associates Company

We spend 35% to 40% of our awake time in the work environment. Wages account for approximately 90% of the life cycle cost of an office building, yet status quo office design pays little attention to productivity-enhancing features of the work environment. Investing in energy efficient design is a proven business decision, yet construction of inefficient buildings continues. How do I know which sustainable design investments to make and how do I make the business case for a green building? The workshop addresses the benefits and costs of sustainable design, tools and techniques to support sound decision making, and how to sell the case for investing in a green building.

WORKSHOP - Vashon II**The Next Generation of Sustainable Software--Moving Beyond Spreadsheets and PDFs**

Colin Grant
President and Founder, Real Living Solutions, Inc.

At its best, sustainability is a concept that captures the deepest values and highest purpose of staff and stakeholders. At its worst, it can be a bewildering maze of systems and terms. This workshop will discuss the essential elements of values, vision, metrics and management that need to be integrated in a seamless, three dimensional manner in order for people to really "get" sustainability. The limitations of traditional tools such as PDFs, spreadsheets and retrospective reporting in achieving this integration will be explored. Breakthrough software tools will be demonstrated that can take sustainability to new levels, driving value at every stage of an organization's activities and raising sustainability from an esoteric concept to a way of capturing the energy, passion and commitment of every stakeholder.

WORKSHOP - Fifth Avenue Room**How to Approach Zero Waste--Strategies That Cut Costs, Increase Competitiveness and Improve Environmental Performance****Larry Chalfan**
Executive
Director, Zero
Waste Alliance**Emma Johnson**
Sustainability
Specialist
WA Dept. of Ecology**Victor Draper**
SVP Support Services
Group, Strategic Office
Ricoh Electronics Inc.**Rory Bakke**
Sen. Program Manager
Business Assistance
Alameda County Waste
Management Authority

Zero Waste is a system approach to understanding the flows of resources of all types and a tool to engage a workforce that more and more organizations are embracing. It represents a comprehensive, sustainable environmental strategy for resolving present and future planetary challenges and is a tool for empowerment and cost savings. Hear "The Case for Zero Waste" and first-hand experiences from both private and public entities. The session will include time for interacting with the speakers.

WORKSHOP - Cascade Ballroom IA**Industrial Ecology: Using LCA/LCM Tools for Profitable Sustainability****Chair
Dwight Collins**
President, Colbridge &
Company**Bob Kainz**
Consultant**Joshua Skov**
Research Director
Good Company**Chair, Rita Schenck**
Executive Director, Institute for Environmental
Research & Education

Develop and use sustainability indicators within your Environmental Management System and/or accounting system to develop benchmarks that will guide and motivate your company.

WORKSHOP - Cascade Ballroom IB**Seizing the Future: Leadership for a Connected World****Chandran Nair**
Global Institute for Tomorrow (GIFT)
Former Chairman, ERM Asia-Pacific

A key challenge of sustainable development in the developing countries, where the majority of the world's population live, is that of managing the use of natural resources and leveraging human capital to reduce poverty. World trade can certainly help in this regard by creating vibrant markets and fuelling economic activity. Chandran Nair discusses the challenges of aligning enlightened self-interest with long term viability in the complex global marketplace.

WORKSHOP - Grand Crescent**Lessons Learned from Scandinavia--Thinking Regionally about Sustainability**

Following the oil crisis of the late 1970s, the Scandinavian countries made a conscious choice to free themselves from dependence on foreign energy supply. Thirty years later, they are enjoying not only environmental and political benefits from energy independence, but significant economic benefits as well. This presentation will look at the Oresund region of Denmark and Sweden as a case study in regional sustainability, and will suggest lessons that could benefit Cascadia's own sustainability initiatives. The presenters traveled to the Oresund region in the spring of 2004.

**Mark Huppert**
Principal
Catapult Community
Developers**Drew Ganges**
Director of Civil
Engineering
Magnusson
Klemencic Associates**Catherine Hart**
VIA Suzuki
Architecture**Susan Jones**
atelierjones**Moderator
Andrea Ramage**
Program Manager, Environmental Performance
Program Manager, National Sustainable
Development CH2M Hill**WORKSHOP: OPEN SPACE**

Participants invite discussion groups around topics of their choice. (This option is repeated at each workshop breakout period.)

WORKSHOP**Help Create Sustainable Business Policies****Moderator: Walt Roberts**
The Performance Center

This interactive workshop will enable discussants to propose and formulate steps that can be taken by government, business, and NGO's to facilitate sustainable business development. It will be repeated during two other workshop series breakouts. Everyone is encouraged to participate on at least one occasion. The products of this workshop will be presented for everyone's review in the conference's final Action Plenary on Wednesday.

The Business Case

PLENARY - Grand Ballroom**The Economic Core of Sustainability**

This plenary is designed to provide company executives with insights and awareness of triple-bottom-line benefits and trends at the investment level. Focusing on the economic growth without focusing on the ecological and social aspects is an unprofitable approach. In a global economic community with companies inextricably linked via investments, mergers, and supply chains, negative externalities administered by companies are no longer absolutely external. Companies that awaken to this paradigm shift, develop full-cost accounting methodology, and recognize the full extent of their operations are more likely to be prepared for inevitable shifts in economic cycles and investment trends.



Michael Phillips
Chairman, Russell
Investment Group

**Corporate Social
Responsibility,
Enterprise Risk, and the Board**



Frank Dixon
Managing Director, Innovest
Strategic Value Advisors

**Total Corporate Social
Responsibility: Making
CSR and SRI Sustainable**



Carsten Henningsen
Chairman, Portfolio 21

**Using Sustainable
Investment Criteria to
Enhance Portfolio Returns**



**Moderator
Dianne Dillon-Ridgley**
Director,
GreenMountain Energy Company
Director, Interface, Inc.

10:15 - 10:45 a.m. BREAK - Refreshments in Exhibit Hall**WORKSHOP - Fifth Avenue Room****Productive Shareholder Dialogues: Leading Edge Source of Information, Inspiration, and Profitability**

Michelle Chan-Fishel
Green Investments Project
Friends of the Earth



Bruce Herbert
President,
Newground Social Investment

Socially and environmentally concerned shareholders file more than a thousand shareholder proposals each year. Starting in the 2003 proxy season, major institutional investors began to join ranks with socially concerned shareholders to produce record votes on shareholder-sponsored initiatives. Effective negotiation with shareholders can not only avoid acrimonious contests, bad press, and litigation, but lead to strategic advantage because proponents are often savvy, well informed, and attentive to trends not only in economics but in popular grassroots thinking. Properly viewed, shareholder initiatives represent a key source of untapped information that can put attentive management teams well ahead of the curve. Join this session to learn basic and advanced strategies for making shareholder dialogues peaceful, advantageous and profitable.

WORKSHOP - Cascade Ballroom IA**Making Your Small Business Sustainable-- Standards and Steps**

Betsy Power
Power-Selles
Imports, Inc.



Marsha Willard
CEO, Axis
Performance
Group

This workshop will help you identify targeted, often money-saving strategies and practices for moving toward sustainable business practices – even at the small business scale.

WORKSHOP - Orcas**What's Law Got to Do With It? The Why and How of Sustainability****Kelly Testy**

Faculty Director, Center on Corporations, Law & Society
School of Law, Seattle University



Jonathan Kroman
Attorney
Garvey Schubert
Barer



Scott Warner
Attorney
Garvey Schubert
Barer

WORKSHOP - Vashon II

Creating Dialogue Between the Standards Community & Business



Debra Hall
Director,
Corporate
Accountability
Programs
CERES



Gavin Jarbush
Director of
Research
Sierra Club
Mutual Funds
Forward
Management, LLC



Steve Lydenbert
Chief Investment
Officer
Domini Social
Investments



**Moderator
Alison Wise**
Director of
Business
Development
& Public Policy,
Future 500



**Moderator
Aileen Ichikawa**
Director of CAP Gap Audit & CAP Alliance
Future 500

Join us for a candid discussion in a World Café setting to drive understanding, exploration and progress in the dialogue between the standards community and business.

WORKSHOP - Vashon II

Intrapreneuring and Ecopreneuring: Reinventing the Company for the Future



Gifford Pinchot
Pinchot & Company
Chairman
of the Bainbridge Graduate Institute

WORKSHOP - Vashon I

Systems Thinking for High Performance Sustainable Organizations



Bob Doppelt
Director, Program for Watershed and
Community Health
Institute for a Sustainable Environment
University of Oregon

This workshop will introduce the theory and practice of systems thinking to understand and resolve sustainability problems in private and public organizations and community settings. The adoption of sustainable production systems and organizational designs requires skill in systems thinking. We live in a world of events. Emissions or discharges increase; we adopt new pollution controls. Sales decline; we launch a new marketing campaign. Without an understanding of the underlying causes of these events, each creates another event and an endless stream of cause-and-effect relationships unfolds. However, if we understand the systemic forces that shape our organizations and communities, it becomes possible to see what creates the events we observe. This awareness allows us to change the source of the problem rather than its symptoms.

WORKSHOP - Whidbey

The Sustainable Company: How to Create Lasting Value through Social and Environmental Performance

John Whalen

Partner, Sustainable Value Partners



The sustainable value framework, outlined in the book *The Sustainable Company*, helps line managers identify the business risks and opportunities that lie hidden in stakeholder issues and to translate those risks and opportunities into action that creates real business value.

Learn more from Sustainable Value Partner John Whalen.

WORKSHOP - Blakely

Greening the Food Business & Greening Business Food



Carl Rebstock
Executive Director
Passionfish



Karl Kupers
Farmer, Columbia
Plateau Producers

David Yudkin

Owner, Hot Lips Pizza

Kelli Sanger

Small Farm & Direct Marketing Program
Coordinator, WA State Dept. of Agriculture

Moderator

Marcy Ostrom

Director, Small Farms Program
Washington State University

Food is one of the most fundamental ways we interact with our environment. This panel explores ways to improve the environment through changes in the way food is produced, processed, distributed, and purchased. Along each step of the route from field to table lie multiple opportunities for leveraging beneficial changes in our food and farming systems. Panelists will present examples of successful efforts to build more profitable farm and food-based businesses and improve food quality through positive environmental and marketplace incentives, including new ideas for improving food purchasing practices in non-food related businesses and institutions. Hear from a restaurant chain owner and a farmer that teamed up to enhance food and soil quality and create new domestic markets for sustainably-raised Washington wheat; a seafood company that has created a new market niche based on rigorous environmental standards; and an expert on sustainable food purchasing practices.

WORKSHOP - Cascade Ballroom II

Translating Sustainability and Strategy into Actionable First (and Second) Steps and Measuring the Results



Rob Abbott
Chief Solutions Provider, Abbott Strategies

While defining strategy might not be easy, most people would agree that crossing the chasm that too often separates strategy from action is where the real work lies. This is particularly true for strategies rooted in sustainability. In this hands-on workshop, Rob Abbott, one of North America's leading sustainability strategists, will show participants how the Balanced Scorecard can be used to reflect sustainability, and crucially, help ensure that the right action is taken at the right time, mapped into a small set of meaningful measures, and used to drive implementation of an organization's strategic intent.

WORKSHOP: OPEN SPACE

Participants invite discussion groups around topics of their choice. (This option is repeated at each workshop breakout period.)

WORKSHOP

Help Create Sustainable Business Policies



Moderator: Walt Roberts
The Performance Center

This interactive workshop will enable discussants to propose and formulate steps that can be taken by government, business, and NGO's to facilitate sustainable business development. It will be repeated during two other workshop series breakouts. Everyone is encouraged to participate on at least one occasion. The products of this workshop will be presented for everyone's review in the conference's final Action Plenary on Wednesday.

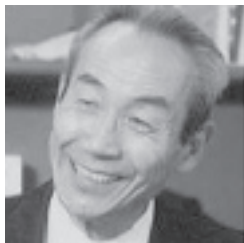
12:00 - 12:30 p.m. BREAK

LUNCHEON PLENARY - Grand Ballroom

Business Leadership Roundtable: Is Sustainability Possible in a Profit Driven World?



Oystein Dahle
Chairman of the Board
WorldWatch Institute
Chairman, Touring
Association of Norway
Former Vice President,
Esso Norway



Tachi Kiuchi
Chairman
Future 500
CEO, E-square; Former
Chairman and CEO
Mitsubishi Electric America



Chandran Nair
Global Institute for
Tomorrow (GIFT)
Former Chairman, ERM
Asia-Pacific



Moderator
Bill Shireman
President & CEO
Future 500

EnviroStars Recognized Leaders Award Presentation

This distinction will go to a high-profile business in the Puget Sound region that has reduced its overall environmental footprint. The EnviroStars Recognized Leader acts as a model, mentor, and catalyst for the spread of environmentally sustainable practices.



1:45 - 2:15 p.m. BREAK

10:45 - 12:00

12:30 - 1:45 p.m.

Innovations & Applications—The Leading Edge

FORUM - CLEAN PRODUCTS - Cascade Ballroom II

Closing the Circuit--Toward Sustainable Management of Electronic Products

This session, with lessons for every business sector and product category, explores recent advancements in both policy and practicality, all in the context of moving toward a sustainable management system for one of our most challenging, ubiquitous, and indispensable keystones of commerce: electronic products.



Stampp Corbin
President
and CEO
RetroBox



Wayne Rifer
Project Manager
Western Electric
Product
Stewardship
Initiative



**Moderator
David Stitzhal**
Coordinator
Northwest
Product
Stewardship
Council

Steve Kesinger
Vice President, Corporate
Procurement, Nordstrom, Inc.

FORUM - CLEAN TECHNOLOGIES Cascade Ballroom I

The New Apollo Alliance

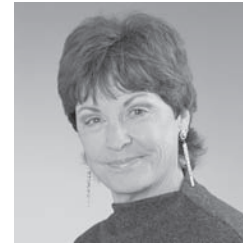
This forum will deliver the case for clean energy technologies based on economic development, jobs, security, and environment. The New Apollo Project will tap our ingenuity, our collective spirit, and our competitive drive for America's collective prosperity.



Rick Feldman
King County Labor
Council

Andrew Beebe
Energy Innovations

Bracken Hendricks
Director
Apollo Alliance



**Moderator
Ingrid Rasch**
Vice President,
Human Resources
SONUS
Pharmaceuticals

FORUM - MANAGEMENT INNOVATION - Fifth Avenue Room

Values-Driven Innovations As a Strategy for Increased Profitability

Values-driven innovation™ is a disciplined approach to innovation that enables an organization to systematically examine all of its processes and products through specific values lenses that, through continuous and systematic innovation, achieve relative cost or value advantage, or enhanced new product generation, will win superior financial returns over time.



Brian Natrass
Co-Founder
Sustainability Partners



Mary Natrass
Co-Founder
Sustainability Partners



Ben Packard
Director, Environmental
Affairs
Starbucks Coffee Company



Rob Safrata
CEO
Novex Couriers

FORUM - PARTNERSHIPS & ALLIANCES - Fifth Avenue Room

Regional Economies and Sustainable Enterprise

In this forum we will examine the potentially beneficial relationships between establishment of regional sustainability indicators, corporate social responsibility reporting and regional economic strategy development.



Bob Drewel
Executive Director
Puget Sound
Regional Council



Andrea Fernandez
Business Analyst
Arup

Glenn Pascall
Regional Economist



Alan Thein Durning
Executive Director
Northwest Environment
Watch



**Moderator
Gary Lawrence**
Principal
Sustainability
Consultant
Arup

3:30 - 4:00 p.m. BREAK

WORKSHOP - Cascade Ballroom IA

Dipping Our Toes in the Water: Current Maritime Sustainability Issues

Charlie Cunniff
Executive Director
Environmental Coalition
of South Seattle

Kate Snider
Principal
Floyd & Snider

Tina Stotz
Environmental Program
Manager, WA State Ferries
Department of Transportation
(WA State)

**Moderator:
Wayne Grotheer**
Manager, Corporate Health,
Environmental & Risk Services
Port of Seattle

This panel will address a flotilla of sustainability challenges and opportunities currently being worked on in maritime transportation on and off the water. The discussion will use examples from the perspectives of ports, cities, community groups, vessel operators, and shipyards. It will highlight recent work on sustainability relating to economics, security, toxics, energy, and various air and water emissions and uses.

**WORKSHOP - Vashon II
Remediation and Restoration**



Callie Ridolfi, President, Ridolfi, Inc.

This forum will focus on innovative techniques and sustainable solutions for environmental remediation and restoration. Speakers will present case studies involving the cleanup and redevelopment of a commercial port; current techniques for marine and freshwater habitat restoration; and how developers, facility owners, and municipalities can accomplish affordable and effective stormwater treatment to prevent contaminated runoff.

WORKSHOP - Fifth Avenue Room

Sustainable Purchasing—Proactive Strategies for Systematic Approaches



Neil Collie
Development Director



Steven Harris
Environmentally Preferable Products
PM Defense Logistics Information Service



Joshua Proudfoot
Partnership Director, Good Company

Eun-Sook Goidel
Green Purchasing
Strategies Director
Pacific Northwest
Pollution Prevention
Resource Center



**Moderator:
Dennis Gawlik**
Managing Director,
Procurement
Alaska Airlines

This panel will discuss proven activities used to implement a proactive procurement strategy designed to overcome an organization's poor purchasing habits, lack of corporate and executive commitment, objections to price, lack of proper specifications or knowledge of regulatory guidelines, and insufficient product and supplier knowledge.

WORKSHOP - Orcas

The Role of Directors in Advancing Total Corporate Responsibility



Dana Gold
Director, Center on Corporations, Law and Society
School of Law, Seattle University



Diane Dillon-Ridgley
Director, Green Mountain Energy Company
Interface, Inc.

This workshop will discuss some of the legal and practical challenges, as well as opportunities, facing boards in their efforts to integrate sustainability concepts into corporate practice.

WORKSHOP - Vashon I

Organizational Change



Brian Natrass
Co-Founder
Sustainability Partners



Mary Natrass
Co-Founder
Sustainability Partners

Learn how to implement a sustainability strategy that fits the needs and culture of your company.

WORKSHOP - Blakely

Sustainable Forestry



Paul Harlan
Vice President, Resources
The Collins Companies



Jeff Mendelsohn
Founder and President
New Leaf Paper

Bettina von Hagen
Vice President, Forestry
Ecotrust



Moderator:
Gifford Pinchot
CEO, Pinchot & Company
Chairman of the Bainbridge Graduate Institute

WORKSHOP - Cascade Ballroom IB

Greening Healthcare: From the Foundation Up

Duncan Griffin
NBBJ



Kit Ratcliff
President and CEO, Ratcliff



Bob Cowan
Manager, Facilities engineering, Fred
Hutchinson Cancer Research Center



John Wood
CHFM and Region 10 Director American
Society of Healthcare Engineering (ASHE)



Moderator: Cate Gable
Director of Product Stewardship, Future 500

Leading facilities managers, architects and engineers in the healthcare industry will discuss the opportunities and barriers to incorporating environmental efficiencies in healthcare projects.

WORKSHOP - Cascade Ballroom IC

Bringing Clean Products into the Mainstream Market: Challenges and Strategies

Getting innovative and responsibly produced products into the marketplace isn't always easy. In this workshop a marketing expert for innovative clean products and a CEO entrepreneur who is bringing organic cotton apparel into the mainstream market will share and discuss challenges and strategies.

Duncan Berry
President, Apparel Source

Scott McDougall
President & CEO,
TerraChoice Environmental Marketing



WORKSHOP - Whidbey

CSR/SRI Survey Fatigue: Deriving Clarity from Chaos



Aileen Ichikawa
 Director of CAP Gap Audit and
 CAP Alliance
 Future 500



Alison Wise
 Director of Business Development
 & Public Policy

Is it possible to clarify the multitude of CSR demands for sustainable corporate behavior into a distilled set to fit your needs? Can it be used to quickly understand your risk factors, as well as areas of best practices? How can stakeholder engagement be truly strategic vs. tactical and reactive? There are powerful software tools to not only educate and attain support from your cross-functional business unit peers, but a process which actually creates peer excitement and commitment to meet organizational CSR goals. Understand how real companies like GM, Coca-Cola and Dow are using these tools to create the CSR foundation they need worldwide. Understand how in a world of challenging CSR budgets, software tools can be the staffing power you need to bring about change today, not tomorrow.

WORKSHOP: OPEN SPACE

Participants invite discussion groups around topics of their choice. (This option is repeated at each workshop breakout period.)

WORKSHOP - Fifth Avenue Room

Sustainable Production of Primary Industrial Materials



Chair
Dwight Collins
 President, Collins
 Family Foundation

David Carroll
 Vice President, Environment
 and Government Affairs
 Lafarge North America, Inc.

David Lahaie
 President
 Evergreen
 Recycling, Inc.

Bart Kale
 Environmental Safety
 Manager
 Seattle Plant
 Nucor Steel Seattle, Inc.

Primary industrial materials include bulk products produced for use in construction and retail distribution. Examples are cement, steel, aluminum, various bulk chemicals, forest products, and glass. This workshop will focus on profitable sustainability initiatives of companies in these sectors.

WORKSHOP

Help Create Sustainable Business Policies



Moderator: Walt Roberts
 The Performance Center

Last opportunity to participate in policy discussion and proposals.

Gala Dinner In the Grand Ballroom

“Sustainability: The Future of Business”

6:30 p.m.



Oystein Dahle
 Chairman
 WorldWatch Institute
 Chairman, Touring
 Association of Norway
 Former Vice President, Esso Norway

2:15 - 3:30 p.m.



Creating Economies Within the Circle of Life

PLENARY: Cradle to Cradle: Redesigning the Relationship Between Industry and Nature Grand Ballroom

Modeled on the principles of an abundant natural world, Cradle to Cradle Design presents a framework for industrial systems based upon three simple concepts: waste equals food; use current solar income; and celebrate diversity.



Speaker
Michael Braungart
 Principal
 MBDC--McDonough
 Braungart Design Chemistry
 Co-author of Cradle to Cradle: Remaking the Way We Make Things



Response
Alan Thein Durning
 Executive Director
 Northwest Environment Watch
 Author of A World Out of Balance

9:15 - 9:45 a.m. BREAK - Refreshments in Exhibit Hall

FORUM - CLEAN PRODUCTS - Cascade Ballroom II

Green Marketing 2.0

Marketing environmentally preferable products and services -- whether to consumers or business -- remains a largely untapped opportunity. Marketing sustainability has been a challenge for most companies: Where is the line between promotion and greenwashing? How much is the public ready, willing, and able to learn about sustainable products and companies? Veteran market experts provide data and insight into what moves customers...and markets.



Joel Makower
 Founder
 GreenBiz.com (Green Business Network)



Laurie Demeritt
 President
 The Hartman Group, Inc.



Moderator:
Cate Gable
 Director of Product Stewardship
 Future 500



Julie Colehour
 Co-President
 PRR



Frank Lampe
 President and CEO
 Silvercliffe Media, Inc.

FORUM - CLEAN TECHNOLOGIES - Cascade Ballroom I

Making Closed Loop Supply Chains Work in Your Enterprise

Companies need a life cycle approach to the products they produce that profitably integrates all product returns (commercial returns, warranty returns, repairs, end-of-use returns, and end-of-life returns) into the business models for the products. In this workshop, we will hear experience and lessons learned from companies that are taking concrete steps to build profitable closed loop supply chains in their enterprises.



Chair
Dwight Collins
President,
Collins Family
Foundation

Dan Guide
Professor
Department of Supply Chain and
Information Systems
Pennsylvania State University

Randy Valenta
Bosch Tools

Herb Rice
Hewlett-Packard

FORUM - MANAGEMENT INNOVATION - Fifth Avenue Room

The Sustainability Sales Call: Talking Executives' Language

Drivers that triggered today's corporate sustainability leaders may not work for other companies. This session helps sustainability champions appeal to risk management and quantified bottom-line benefit motivators when trying to persuade skeptical executives to engage in sustainable business practices.



Anita Burke



Bob Willard
Author, [The Sustainability Advantage](#)
Formerly with
IBM



Justin Yuen
President
FMYI, LLC
Formerly
with Nike, Inc.

FORUM - PARTNERSHIPS & ALLIANCES - Grand Crescent

Addressing Business Sustainability through Partnerships with Government and NGO's

In this session we will take a look at some unusual partnerships between NGOs, government and private industry, aimed at the challenge of conducting operations in a sustainable way, while striving to create new opportunities for business.



Bill Anderson
Director
Resource Venture



George Carellas
Assistant Secretary
of the Army
Sustainability and
Stewardship
Department of
Defense (U.S.)



Matt Banks
Business and Policy
Officer
Climate Change
Program
World Wildlife
Fund

Tracy Morgenstern
Business Outreach Coordinator
Office of Sustainability & Environment
City of Seattle

Moderator: Steve Nicholas
Director, Office of Sustainability
and Environment
City of Seattle

11:00 - 11:30 a.m. BREAK - Refreshments in Exhibit Hall

ACTION PLENARY - Grand Ballroom

The Marketplace for Ideas

Join Walt Roberts, Gifford and Libba Pinchot in a lively Marketplace for Ideas capturing the ideas, policy recommendations, entrepreneurial initiatives and collaborations generated throughout the conference.



**Moderator
Elizabeth Pinchot**
President
Pinchot & Company
Co-Founder and
Dean of Faculty
and Students,
Bainbridge Graduate
Institute



**Moderator
Gifford Pinchot**
CEO
Pinchot & Company
Chairman of the
Bainbridge Graduate
Institute



**Moderator
Walt Roberts**
The Performance Center

12:30 - 1:30 p.m. LUNCHEON CLOSING PLENARY - Fifth Avenue Room

LUNCHEON CLOSING PLENARY

S.O.S. The State of Sustainability

What **will it take?**
How will we do it?



Gil Friend
President and CEO,
Natural Logic, Inc.



Bill Grace
Founder and Executive
Director, The Center for
Ethical Leadership, Seattle



SUNDAY

1:30 PM TO 5:30 PM	PRE-CONFERENCE WORKSHOPS DANCING WITH THE TIGER LIFE CYCLE ASSESSMENT	
6:00PM TO 8:30PM	WELCOME RECEPTION	EXHIBIT HALL

MONDAY MORNING

HOW SUSTAINABLE PRACTICES STRENGTHEN BENEFITS FOR BUSINESS, COMMUNITIES AND ECOSYSTEMS

7:00 AM TO 8:15 AM	REGISTRATION	GRAND FOYER
8:15 AM TO 10:00 AM	OPENING PLENARY - WHY SUSTAINABILITY IS CRITICAL FOR BUSINESS SUCCESS	GRAND BALLROOM I & II
10:00AM TO 10:30AM	BREAK REFRESHMENTS	EXHIBIT HALL
10:30 A.M. TO 11:45 A.M.	FORUMS - KEYS TO PROFITABLE SUSTAINABILITY	
	CLEAN PRODUCTS: INCREASE PROSPERITY WITH GREEN BUILDING	CASCADE BALLROOM II
	CLEAN TECHNOLOGY: THE THIRD WAVE IN BIOTECHNOLOGY: CREATING A NEW AND MORE SUSTAINABLE INDUSTRIAL REVOLUTION	CASCADE BALLROOM I
	MANAGEMENT INNOVATION: MANAGING YOUR SUPPLY CHAIN FOR PROFITABLE, SOCIAL AND ENVIRONMENTAL BENEFIT	FIFTH AVENUE ROOM
	PARTNERSHIPS & ALLIANCES: BUILDING COMMUNITY PROSPERITY AND LOCAL ECONOMIES	GRAND CRESCENT
11:45AM TO 12:00PM	BREAK	
12:00PM TO 1:30PM	LUNCHEON PLENARY - NATURAL CAPITALISM: THE KEY TO COMPETITIVENESS AND PROSPERITY	GRAND BALLROOM
1:30PM TO 2:00PM	BREAK	



MONDAY AFTERNOON

INNOVATIVE STRATEGIES FOR TRIPLE BOTTOM LINE PROFITS

2:00PM TO 3:15PM

FORUMS – KEYS TO PROFITABLE SUSTAINABILITY

CLEAN PRODUCTS: CREATING PROFIT & JOBS WITH ENERGY
SAVINGS TECHNOLOGIES & RENEWABLES

CASCADE BALLROOM II

CLEAN TECHNOLOGY: DESIGNING, PRODUCING, AND MARKETING
FOR THE TRIPLE BOTTOM LINE

CASCADE BALLROOM I

MANAGEMENT INNOVATION: THE JOURNEY TO LEAN -AVIATION 'S PATH
AND ENVIRONMENTAL OUTCOMES

FIFTH AVENUE ROOM

PARTNERSHIPS & ALLIANCES: HOW WORLD TRADE CAN CONTRIBUTE
TO SUSTAINABLE PROSPERITY

GRAND CRESCENT

3:15PM TO 3:45PM

BREAK – REFRESHMENTS

EXHIBIT HALL

3:45PM TO 5:00PM

WORKSHOPS

CAN GREEN POWER ACTUALLY BENEFIT MY BUSINESS?

CASCADE BALLROOM IC

GETTING VALUE OUT OF SUSTAINABLE REPORTING

VASHON I

CORPORATE GOVERNANCE AND SUSTAINABILITY

ORCAS

YOU GET WHAT YOU MEASURE

CASCADE BALLROOM II

SHOULD WE BUILD GREEN – DECISION SUPPORT TOOLS

WHIDBEY

THE NEXT GENERATION OF SUSTAINABLE SOFTWARE: MOVING BEYOND SPREADSHEETS AND PDF 'S

VASHON II

HOW TO APPROACH ZERO WASTE

FIFTH AVENUE ROOM

INDUSTRIAL ECOLOGY -USING LCA/LCM TOOLS FOR PROFITABLE SUSTAINABILITY

CASCADE BALLROOM IA

SEIZING THE FUTURE: LEADERSHIP FOR A CONNECTED WORLD

CASCADE BALLROOM IB

LESSONS LEARNED FROM SCANDINAVIA -THINKING REGIONALLY ABOUT SUSTAINABILITY

GRAND CRESCENT

OPEN SPACE

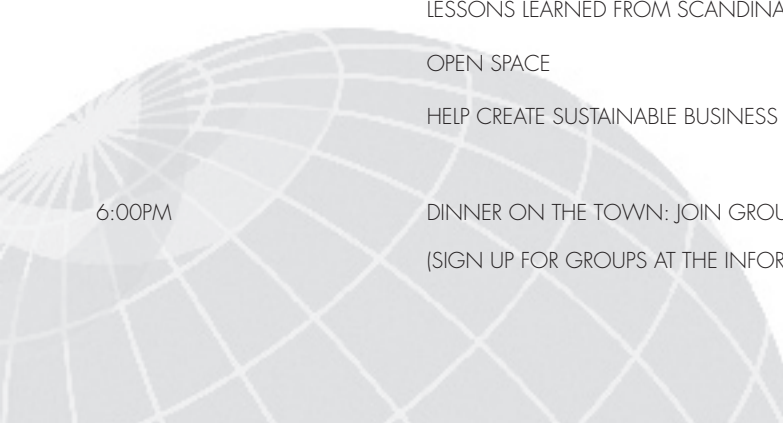
EXHIBIT HALL

HELP CREATE SUSTAINABLE BUSINESS POLICIES

TBA

6:00PM

DINNER ON THE TOWN: JOIN GROUPS GOING TO LOCAL DOWNTOWN SEATTLE RESTAURANTS
(SIGN UP FOR GROUPS AT THE INFORMATION DESK)



TUESDAY MORNING

THE BUSINESS CASE

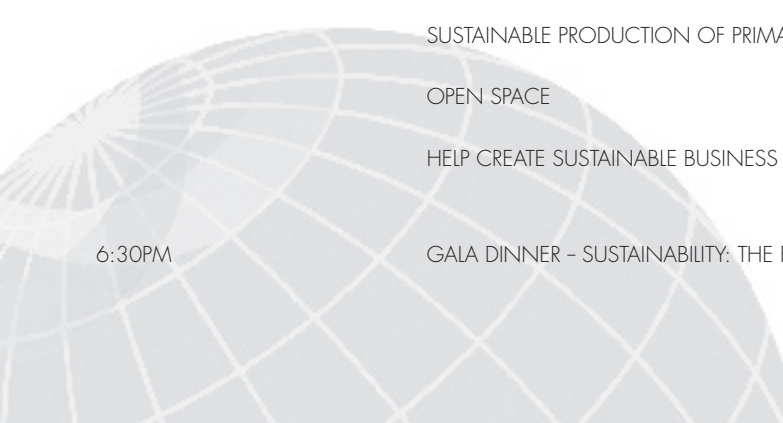
7:00AM TO 8:00AM	REGISTRATION	GRAND FOYER
8:00AM TO 8:30AM	MORNING WELCOME	GRAND BALLROOM
8:30AM TO 10:15	PLENARY -THE ECONOMIC CORE OF SUSTAINABILITY	GRAND BALLROOM
10:15AM TO 10:45AM	BREAK REFRESHMENTS	EXHIBIT HALL
10:45PM TO 12:00PM	WORKSHOPS	
	PRODUCTIVE SHAREHOLDER DIALOGUES: LEADING EDGE SOURCE OF INFORMATION, INSPIRATION AND PROFITABILITY	FIFTH AVENUE ROOM
	MAKING YOUR SMALL BUSINESS SUSTAINABLE -STANDARDS AND STEPS	CASCADE BALLROOM IA
	WHAT 'S LAW GOT TO DO WITH IT? THE WHY AND HOW OF SUSTAINABILITY	ORCAS
	CREATING THE DIALOGUE BETWEEN THE STANDARDS COMMUNITY & BUSINESS	GRAND CRESCENT
	ECOPRENEURING AND INTRAPRENEURING: THE KEY TO PROFITABLE SUSTAINABILITY	VASHON II
	SYSTEMS THINKING FOR HIGH PERFORMANCE SUSTAINABLE ORGANIZATIONS	VASHON I
	THE SUSTAINABLE COMPANY: HOW TO CREATE LASTING VALUE THROUGH SOCIAL AND ENVIRONMENTAL PERFORMANCE	WHIDBEY
	GREENING THE FOOD BUSINESS AND GREENING BUSINESS FOOD	BLAKELY
	TRANSLATING SUSTAINABILITY AND STRATEGY INTO ACTIONABLE FIRST (AND SECOND) STEPS AND MEASURING THE RESULTS	CASCADE BALLROOM II
	OPEN SPACE	EXHIBIT HALL
	HELP CREATE SUSTAINABLE BUSINESS POLICIES	
12:00AM TO 12:30PM	BREAK	

TUESDAY AFTERNOON

INNOVATIVE STRATEGIES -THE LEADING EDGE

12:30PM TO 1:45PM	LUNCHEON PLENARY- BUSINESS LEADERSHIP ROUNDTABLE: IS SUSTAINABILITY POSSIBLE IN A PROFIT-DRIVEN WORLD?PLUS ENVIROSTARS AWARD PRESENTATION	GRAND BALLROOM
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1:45PM TO 2:15PM	BREAK	
2:15PM TO 3:30PM	FORUMS –KEYS TO PROFITABLE SUSTAINABILITY	
	CLEAN PRODUCTS: CLOSING THE CIRCUIT: TOWARD SUSTAINABLE MANAGEMENT OF ELECTRONIC PRODUCTS	CASCADE BALLROOM II
	CLEAN TECHNOLOGY: THE NEW APOLLO ALLIANCE	CASCADE BALLROOM I
	MANAGEMENT INNOVATION: VALUES-DRIVEN INNOVATION AS A STRATEGY FOR INCREASED PROFITABILITY	FIFTH AVENUE ROOM
	PARTNERSHIPS & ALLIANCES: REGIONAL ECONOMIES AND SUSTAINABLE ENTERPRISE	GRAND CRESCENT
3:30PM TO 4:00PM	BREAK REFRESHMENTS	EXHIBIT HALL
4:00PM TO 5:15PM	WORKSHOPS	
	DIPPING OUR TOES IN THE WATER: CURRENT MARITIME SUSTAINABILITY ISSUES	CASCADE BALLROOM IA
	REMEDICATION AND RESTORATION	VASHON II
	SUSTAINABLE PURCHASING – PROACTIVE STRATEGIES AND SYSTEMATIC APPROACHES	GRAND CRESCENT
	THE ROLE OF DIRECTORS IN ADVANCING TOTAL CORPORATE RESPONSIBILITY	ORCAS
	ORGANIZATIONAL CHANGE	VASHON I
	SUSTAINABLE FORESTRY	BLAKELY
	GREENING HEALTH CARE (AND LARGE INSTITUTIONS) FROM THE FOUNDATION UP	CASCADE BALLROOM IB
	BRINGING CLEAN PRODUCTS INTO THE MAINSTREAM MARKET: CHALLENGES & STRATEGIES	CASCADE BALLROOM IC
	CSR/SRI "SURVEY FATIGUE ": DRIVING CLARITY FROM CHAOS	WHIDBEY
	SUSTAINABLE PRODUCTION OF PRIMARY INDUSTRIAL MATERIALS	FIFTH AVENUE ROOM
	OPEN SPACE	EXHIBIT HALL
	HELP CREATE SUSTAINABLE BUSINESS POLICIES	
6:30PM	GALA DINNER – SUSTAINABILITY: THE FUTURE OF BUSINESS	



WEDNESDAY

CREATING ECONOMIES WITHIN THE CIRCLE OF LIFE

8:00 AM TO 9:15 AM	PLENARY CRADLE TO CRADLE: REDESIGNING THE RELATIONSHIP BETWEEN INDUSTRY AND NATURE	GRAND BALLROOM
9:15AM TO 9:45AM	BREAK REFRESHMENTS IN THE EXHIBIT HALL	
9:45AM TO 11:00AM	FORUMS - KEYS TO PROFITABLE SUSTAINABILITY CLEAN PRODUCTS: GREEN MARKETING 2.0	CASCADE BALLROOM II
	CLEAN TECHNOLOGY: MAKING CLOSED LOOP SUPPLY CHAINS WORK IN YOUR ENTERPRISE	CASCADE BALLROOM I
	PARTNERSHIPS & ALLIANCES: ADDRESSING SUSTAINABILITY ISSUES THROUGH BUSINESS PARTNERSHIPS WITH GOVERNMENT AND NGO 'S	GRAND CRESCENT
	MANAGEMENT INNOVATION: THE SUSTAINABILITY ADVANTAGE	FIFTH AVENUE ROOM
11:00AM TO 11:15AM	BREAK REFRESHMENTS	EXHIBIT HALL
11:15AM TO 12:15AM	ACTION PLENARY -THE MARKETPLACE FOR IDEAS	FIFTH AVENUE ROOM
12:15AM	BREAK	
12:30PM TO 1:30 P.M. . .	CLOSING LUNCHEON PLENARY - SOS THE STATE OF SUSTAINABILITY	GRAND BALLROOM



Why all the noise about values-based business?

63 million U.S. consumers spend \$226.8 billion annually on sustainable products*

The global market is \$546 billion



Are you prepared for the sustainability market?

In Bainbridge Graduate Institute's **MBA in Sustainable Business** program, entrepreneurs and managers work with distinguished faculty from top business schools to lead this emerging market. Our students learn to master cutting-edge sustainability practices and the leadership skills necessary to drive values-based organizational change.

BGI prepares values-based leaders & managers

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* Source: Understanding the LOHAS Market: Identifying the LOHAS Consumer and Business & Branding Opportunities.



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