

Center for Corporate Sustainability
2009 Corporate Sustainability Summit

Austin – May 27-29, 2009

Time	Topic
Day 1 – Thursday, May 29, 2009	
8:15 to 8:55 am	<p>Topic: The 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.</p> <p>Speaker: Dave Hewett, Founding Principal, Center for Corporate Sustainability.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it: https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704522&rKey=3A7547A0F6AB793E</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>
9:00 to 9:45 am	<p>Topic: Metrics: How To Measure Sustainability Programs Effectively... A famous adage goes, “If it gets measured, it gets managed.” Without proper data 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.</p> <p>Speaker: Ron Herbst, Head of Energy Management and Sustainability in Global Sourcing & Corporate Real Estate, Deutsche Bank, London</p> <p>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.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it: https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704532&rKey=8E93E66F51AC2765</p>

CSC Summit Agenda and Recording Links

Time	Topic
<p>10:00 to 10:45 am</p>	<p>Topic: Inside Washington DC, How Decisions Are Being Made... As former head of Public Building Service (PBS), Winstead has an insider's perspective on the workings of the federal government at the executive, legislative, and bureaucratic levels.</p> <p>Speaker: Dave Winstead, former Commissioner of the Public Buildings, GSA. Winstead was in charge of asset management and 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.</p> <p>PBS owns or leases nearly all civilian Federal office space, courthouses, border stations, and 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.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704542&rKey=B5F576977F75482F</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>
<p>10:50 to 11:20 am</p>	<p>Topic: Calculating Carbon Offsets: Where to Start, Where to Stop, Who to Believe... 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.</p> <p>Speaker: Rob Harmon, Chief Innovation Officer of 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.</p> <p>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.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704552&rKey=553CA40EABAA46D9</p>

CSC Summit Agenda and Recording Links

Time	Topic
<p>11:25 to 11:55 am</p>	<p>Topic: Client Science & Economics: Why Skepticism Matters...</p> <p>Speaker: Dr. Michelle Michot Foss Chief Economist for the Center for Energy Economics at University of Texas, Austin. 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.</p> <p>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</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704562&rKey=30E8D1424215FD69</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>
<p>12:00 pm to 12:30 pm</p>	<p>Topic: Interactive Energy Panel</p> <p>A roundtable organized for peer-to-peer problem solving on multiple topics.</p> <p>Speakers: Dr. Michelle Michot Foss, Ron Harmon, Alan Whitson</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704872&rKey=0DB146BD5BDD3DC5</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>

CSC Summit Agenda and Recording Links

Time	Topic
<p>1:45 to 3:00 pm</p>	<p>Topic: How Corporations Gauge Return With Their Sustainable Investments</p> <p>Speaker: Dane Parker, Director of Global Environment, Health, Safety (EHS) and Facilities Sustainability for Dell Inc. In this role 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.</p> <p>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.</p> <p>Speaker: Rob Rolfsen, Director of Process, Governance and Sustainability for Cisco. Rob 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.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704882&rKey=776A28C6E13A7C01</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>

CSC Summit Agenda and Recording Links

Time	Topic
<p>3:15 to 3:55 pm</p>	<p>Topic: Green Building Valuation: It's All About the Money... 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.</p> <p>Speaker: Scott Muldavin, Executive Director of Green Finance Consortium 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, and project selection.</p> <p>Part 1: Your recording is now available on the WebEx service site. Click the link below to play it: https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39781562&rKey=ea9d2d1723d627a3</p> <p>Part 2: Your recording is now available on the WebEx service site. Click the link below to play it: https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704892&rKey=882C1D73F696E1CA</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>
<p>4:00 to 4:50 pm</p>	<p>Topic: Energy Efficiency: 50 No Brainers in 50 Minutes... 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.</p> <p>Speaker: B. Alan Whitson, RPA, President of Corporate Realty, Design & Management Institute. 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.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it: https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39704902&rKey=2270C8B224C4ACF6</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>

CSC Summit Agenda and Recording Links

Day 2 – Friday, May 29, 2009	
Time	Topic
8:30 to 9:00 am	<p>Topic: Lessons Learned from Day 1, Overview of Day 2</p> <p>Speaker: Dave Hewett</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39711082&rKey=03BCBFAD20D2A617</p> <p>Click on the Video icon in the upper right hand corner to see the video playback</p>
9:00 to 9:50 am	<p>Topic: How to Meet the Expectations of your CEO and Board of Directors... 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.</p> <p>Speaker: Kit Tuveson, President of Tuveson & Associates, and IFMA Sustainability Trainer. 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.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39711092&rKey=18D1CBBEEE2AA76E</p> <p>Click on the Video icon in the upper right hand corner to see the video playback</p>
10:00 to 10:50 am	<p>Topic: Dealing Creatively, Effectively and Economically with Local Government Authorities</p> <p>Speaker: Jake Stewart, Program Manager for Austin Energy</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39711102&rKey=2728B3B38A25F282</p> <p>Click on the Video icon in the upper right hand corner to see the video playback</p>

CSC Summit Agenda and Recording Links

Time	Topic
<p>10:55 to 11:15 am</p>	<p>Topic: How Sustainability is Gaining Traction in Healthcare</p> <p>Speaker: Brian Weldy, VP of Sustainability for IFMA Healthcare Council, and VP/Engineering & Facilities Administration for Hospital Corporation of America (HCA). He is a leader of Hospital Energy Alliance and organizer of the Healthcare Sustainability Roundtable.</p> <p>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 freestanding surgery centers in 20 states and London, England.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39711112&rKey=8B460E27DBF8B2CB</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>
<p>11:30 to 12:30 pm</p>	<p>Topic: Media Panel: Get a Better Pulse on the Market and See What’s on the Horizon... Get a better pulse on the market and see what’s on the horizon with a panel of top flight sustainability reporters who share their research from interviews with C-Suite executives, investors, government leaders, and operating unit implementers.</p> <p>Speakers: Brian Dumaine, Global Editor of FORTUNE Russell Gold, Energy Reporter for Wall St. Journal and Environmental Capital blog Arthur Young, Communication Associates Greg Zimmerman, Executive Editor, Building Operation Management magazine</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39711122&rKey=6E87DAC706EBB8FB</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>

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Time	Topic
<p>1:00 to 2:15 pm</p>	<p>Topic: Town Hall: Summation... 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.</p> <p>Moderator: Robin Rather, CEO of Collective Strength. 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.</p> <p>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.</p> <p>Your recording is now available on the WebEx service site. Click the link below to play it:</p> <p>https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=39711132&rKey=CC15AD1DA7B06A75</p> <p>Click on the Video icon in the upper right hand corner to see the video playback.</p>