

Sustainable Business Practices Forum

**Thursday, June 17, 2010
Cascade Engineering
3400 Innovation Court SE, Grand Rapids, Michigan**

12:30-1:00pm

Registration/Lunch

1:00-4:00pm

Workshop

“Beginning or Enhancing a Sustainable Business Focus”

For companies just starting or looking for ways to enhance their sustainability journey. This workshop will promote an understanding of the Triple Bottom Line focus, sharing environmental and social best practices along with an introduction to Gap Assessment.

4:00-5:00pm

Tour of Cascade Engineering

**Friday, June 18, 2010
Davenport University, Student Center
6191 Kraft Avenue SE, Grand Rapids, Michigan**

7:30-8:00am

Registration, Continental Breakfast, Networking Exhibits Open

8:00-8:50am

Educational Track Sessions (Choose 1)

1. Sustainability 101 “ Quick Tips to Get Started”
Kelley Losey, Senior Manager of Environmental/Sustainability at Cascade Engineering, will explore with you the fundamentals of Sustainability.
2. Measuring, Tracking, Advancing
Thomas Melcher, President of dm Strategists will explain how to measure, track, and advance sustainable business practices.

9:00-9:20am

Welcoming Comments

Jennifer Kluge, Publisher of Corp! Magazine

**Dave Veneklas, Executive Vice President for Organizational
Development and Human Resources, Davenport University**

- 9:20-9:50am** **Keynote- Fred Keller Chairman and CEO, Cascade Engineering**
“Enhancing Our Communities & Economy via Sustainable Business Practices”
Sustainability was once the domain of those concerned with preserving the environment. Fred Keller will help sort out how to make sustainability good business and why it does not require sacrifices financially. It will be demonstrated how sustainable thinking can drive improved financial performance while helping our communities and our businesses thrive.
- 9:50-10:00am** **Networking Break, Exhibit Area Open**
- 10:00-10:45am** **Educational Track Sessions (Choose 1)**
1. Social Sustainability “The Value of External/Internal Social Engagement”
Dave Barrett, CM, Director of Talent Management for Learning & Development for Cascade Engineering.
 2. Carbon Strategy “Generating Business Value through Action on Climate”
Mark LaCroix, Executive Vice President for The Neutral Company
Will explore some of the basic elements of carbon management and carbon markets as well as examine how companies can turn aggressive action on climate into a long-term differentiator for your business.
- 10:45-10:55am** **Networking Break, Exhibit Area Open**
- 10:55-12:10pm** **Keynote- Dr. Stuart Hart, Samuel C. Johnson Chair in Sustainable Global Enterprise, Cornell University**
“Building Business Value via Sustainable Business Practices”
This presentation will develop a framework for connecting the environmental and social challenges of sustainability with levers for value creation by the firm. A distinction is drawn between the incremental improvements associated with greening, pollution prevention, and eco-efficiency versus the leapfrog innovation associated with clean technology and serving the underserved at the base of the income pyramid. Sustainability, it will be shown, is one of the biggest business opportunities for the 21st century.
- 12:10-1:00pm** **Lunch and Networking, Exhibit Area Open**

1:00-2:30pm

**Plenary Sustainability Case Study “Creating a Culture of Innovation”
Dr. Stuart Hart, Cornell University**

Moving “beyond greening” to the leapfrog and disruptive innovation associated with clean technology and serving the poor at the base of the pyramid requires an innovation “white space” with the firm and a new set of skills and competencies. The case of the Water Initiative (TWI), a start up company seeking to incubate clean tech at the base of the pyramid, will be used to illustrate this culture of innovation.

2:40-3:30pm

Networking Reception

Dr. Stuart Hart Book Signing “Capitalism at the Crossroads”

3:30pm

Exhibits Closed