

# Sustainable Business Conference

FRIDAY, JANUARY 13, 2012



DEPAUL UNIVERSITY

COLLEGE OF COMMERCE

*Department of Finance*

# Sustainable Business Conference

FRIDAY, JANUARY 13, 2012

DePaul Club, 1 E. Jackson Blvd.  
Room 8005, Floor 8, DePaul Center  
8 a.m.-5 p.m.

CONFERENCE CO-SPONSORED BY GREENLEAF ADVISORS, LLC  
AND THE DEPAUL UNIVERSITY OFFICE OF MISSION AND VALUES

# PROGRAM

- 8 a.m. **Breakfast and Registration**
- 8:30 a.m. **Welcoming Remarks**  
Ali Fatemi — Professor and Chairman, Department of Finance, DePaul University
- 8:35 a.m. **Socially Responsible Investing** — Moderated by Ali Fatemi  
Connie Lindsey — Northern Trust, Executive Vice President  
John McCareins — Northern Trust, Senior Vice President  
Jose Santillan — Trinity Health Systems  
Janna Cosby — Cosby Creative Associates
- 10 a.m. **Intelligent Infrastructure Solutions** — Moderated by Pete Mulvaney  
Laurent Auguste — Veolia, President  
Karen Weigert — City of Chicago, Chief Sustainability Officer  
Karen Sands — Milwaukee MMSD, Manager of Sustainability
- 11:15 a.m. **Innovative Business Practices** — Moderated by Ron Nahser  
Marc Thrum — Intelligent Generation, VP Marketing  
Bob Render — A Greener Solution, President  
Pam Cohen — Dix & Eaton
- 12:30 p.m. **Luncheon**  
Debra Shore — Commissioner of the MWRD Greater Chicago
- 1:45 p.m. **Wind Development in the Great Lakes** — Moderated by John Andersen  
Jim Page — James Sewall Company, President  
Emily Green — The Sierra Club, GL Wind Director  
Todd Main — IL DNR, Acting Deputy Director  
Chris Wissermann — NeoGen Energy / Freshwater Wind, President / MD
- 3 p.m. **Corporate Sustainability Leadership**  
Ronald Meissen — Baxter Healthcare Corporation, Director of Sustainability
- 3:45 p.m. **Responsible Property Investments: From Money Making to Creating Value**  
Thomas Lützkendorf — Chair of Sustainable Management of Housing and Real Estate at the School of Economic and Business Engineering at Karlsruhe Institute of Technology (KIT)
- 4:30 p.m. **Challenges of Financing Sustainable Projects**  
Howard Tiffen — Urban Perspective, Principal
- 5 - 6 p.m. **Reception**

## CONFERENCE SPEAKERS



### LAURENT AUGUSTE

PRESIDENT AND CEO  
VEOLIA WATER AMERICAS

Appointed president and CEO for Veolia Water Americas in 2008, Auguste leads Veolia Water's activities in North and South America. He is a member of the Executive Committee for Veolia Water, the world's number one water company.

The company's North American operations serve 270 municipal and industrial customers and a population of 15 million. South American activities are largely performed through Proactiva Media Ambiente, a joint venture with FCC, a Spanish construction company.

A graduate of the prestigious engineering school École Centrale de Lyon, Auguste began his environmental services career in Tokyo in 1991. He joined Veolia Water as a branch director in France in 1995. In 1999, he established the company's foothold in South Korea, developing some of parent company Veolia Environnement's largest industrial contracts and landing large wastewater build-operate-transfer projects.

In 2002, he became president of Veolia Water Japan, which represents the only substantial foreign water services company operating in Japan.



## PAMELA COHEN, PH.D.

BEHAVIORAL ECONOMIST

DIX & EATON

Pam Cohen is a behavioral economist who specializes in strategic consulting and building causal measurement models that study the relationship between attitudes and desired behavioral outcomes. In addition, she is on the Sustainability Advisory Board of the University of Chicago's Graham School. The board developed a program in Leadership in Sustainability Management, where she designed and teaches courses on environmental economics and communication and mediation in sustainability. Additionally, she is a researcher for the Erikson Institute's Graduate School of Education, applying her expertise to the arena of childhood development and optimal well being outcomes. Cohen speaks and works extensively on the topic of attitude and behavior linkages, valuing sustainability and other intangibles, such as art and its presentation and emphasis, innovation, intellectual capital and reputation. She holds a Ph.D. in sociology, specializing in social psychology, from the University of Michigan, and M.A.'s in sociology and in education, specializing in higher adult and continuing education, from the University of Michigan. Her B.A. in sociology is from the University of Texas at Austin.



## JANNA COSBY

### COSBY CREATIVE ASSOCIATES

Janna Cosby has run a successful marketing and communications firm for the past 25 years serving primarily Fortune 500 companies. Her approach centers on the art of storytelling; motivating business leaders to be open, honest and engaged. With her work as communications strategist for the McDonald's Global Supply Chain, Cosby documented the challenges of building infrastructure in developing nations around the world. As award-winning business-to-business communicator, she uses her skills as a documentary filmmaker to allow the story to tell itself. Cosby produces symposiums, role-plays and engagement opportunities to set the stage for issues to be debated. Working with the global suppliers of McDonald's, the franchisees and the corporation at large, Cosby's award-winning film, "Strange and Beautiful" brought forward the many challenges inherent in growing, shipping and supplying an organization with high quality food, paper and packaging around the globe.

As VP of marketing and communications for a leading micro-finance organization, Cosby developed intense, three-day events that transformed donors from casual observers, to devoted, sustainable partners. During her tenure at Opportunity International, donations increased by 40 percent. Cosby expanded the high net worth donor base to encompass a younger and highly engaged audience. She pursued unique partnerships in sustainability and forged a relationship with KIVA—a popular online micro loan organization. Opportunity supplied KIVA clients in Africa, Asia, and Latin America, and the Young Opportunity Ambassadors opened banks in Tanzania, through their first-year donations alone.

As head of marketing for the Midwest Region of Harris Private Bank, Cosby developed community based programs to connect business leaders to non-profits. She is now consulting with McDonald's Global Supply Chain and other businesses to establish sustainability agendas, to connect socially responsible investors with businesses, schools and communities in developing nations throughout the world.



## EMILY GREEN

GL WIND DIRECTOR

THE SIERRA CLUB

Emily Green joined the Sierra Club in 1996 and currently serves as Great Lakes program director and senior organizing manager. She has 20 years of experience in environmental resource protection, specializing in water quality, air quality and renewable energy issues. She serves on the steering committee of the Great Lakes Wind Collaborative and is leading the club's efforts to advance the responsible development of offshore wind in the Great Lakes. She is a trustee of the Fund for Lake Michigan, a governance board member of the Healing Our Waters—Great Lakes Coalition, and a volunteer mediator for the club's Conflict Resolution Team. She has a degree in environmental policy from Duke University and is based in Madison, Wisconsin.



## CONNIE L. LINDSEY

EXECUTIVE VICE PRESIDENT  
NORTHERN TRUST

Connie L. Lindsey is executive vice president and head of corporate social responsibility (CSR) at Northern Trust, Chicago. She is responsible for the design and implementation of the global corporate social responsibility strategy for Northern Trust and the development of goals, policies and programs appropriate to the brand and business unit strategies.

Prior to becoming the head of CSR, Lindsey led the client servicing teams in the public entities and institutions segment in the corporate and institutional services business, serving public fund and not-for-profit clients. Over the course of her 18 year Northern Trust career, she has held a number of leadership roles, including deputy business head in operations and technology, group head in Northern Trust's personal financial services business, director of enterprise relationship management, and manager in treasury management consulting and product management.

Lindsey is national board president of Girl Scouts of the USA, a delegate for Vision 2020, a founding member of the Advisory Board of the Center for Green Schools, Executives' Club of Chicago board member, a member of the Board of Governors of the Metropolitan Club of Chicago, and a member of the Economic Club of Chicago.





## THOMAS LÜTZKENDORF

CHAIR

SUSTAINABLE MANAGEMENT OF HOUSING  
AND REAL ESTATE AT THE SCHOOL OF  
ECONOMIC AND BUSINESS ENGINEERING AT  
KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)

Thomas Lützkendorf, professor, is head of the Chair of Sustainable Management of Housing and Real Estate at the School of Economic and Business Engineering at Karlsruhe Institute of Technology (KIT)— the former Karlsruhe University (TH). He holds a Ph.D. (1985) and habilitation (2000) in the area of implementing sustainable development principles within the property and construction sector. Within the scope of various teaching, research and consulting activities he is concerned with questions relating to the integration of sustainability issues into decision making processes along the life cycle of buildings as well as regarding the relationships between buildings' environmental quality and economic advantageousness. He is a member and scientific consultant of the "roundtable on sustainable building" at the German Federal Ministry of Transport, Building and Urban Affairs. In addition, Lützkendorf is a founding member of the International Initiative for a Sustainable Built Environment (iiSBE) and actively involved in various standardisation activities at the national, European and international level.



## TODD MAIN

ACTING DEPUTY DIRECTOR

IL DNR

Todd Main is a community organizer with an international relations and business degree from James Madison College at Michigan State University in 1987. He has spent most of the past two decades working with NGO's to strengthen consumer protections, clean up the environment, and preserve public spaces in the mid-west and southwest. He is currently an Acting Deputy Director with the Illinois Department of Natural Resources, where he coordinates Great Lakes Policy including the Illinois Coastal Management Program, Great Lakes Restoration Initiatives, Offshore Wind Energy and part of the team that is working to control Asian Carp. Prior to this assignment Todd worked on environmental policy with Governor Pat Quinn. He lives in Oak Park, Illinois, with his spouse and two daughters.



**JOHN M. MCCAREINS**  
**SENIOR PROGRAM MANAGER**  
**NTGI CLIENT SOLUTIONS GROUP**

John McCareins is a senior vice president and senior program manager with responsibilities including investment policy development, investment strategy and program oversight for institutional clients. He is also a member of the enterprise-wide corporate social responsibility committee and leads a task force focused on developing a strategy to address the growing demand for responsible investing investment solutions. Previously, McCareins was a vice president with T. Rowe Price in a product development and management capacity. He began his career with Northern Trust as an associate and subsequently as a trust officer and account manager.

McCareins earned his B.A. in psychology from Northwestern University and his MBA from the Tuck School of Business at Dartmouth College. He holds a number of professional certifications and certificates specific to the investment and banking industries. He is actively engaged in board-level and volunteer capacities focused on diversity, education and community development.



**RONALD MEISSEN**  
**DIRECTOR OF SUSTAINABILITY**  
**BAXTER INTERNATIONAL INC.**

Ron Meissen is senior director of sustainability within Baxter’s corporate environment, health and safety group. In this roll he is involved with a number of global corporate sustainability programs including Baxter’s CEO sponsored executive-level Sustainability Steering Committee. This senior management group was formed in 2006 to accelerate the integration of sustainability practices throughout the organization—to help address global sustainability issues and enhance long-term business value. Baxter is pleased to be recognized for each of the last seven years as one of the “Global 100 Most Sustainable Corporations in the World.”

Meissen manages Baxter’s greenhouse gas emission reduction strategies and company response to global climate change. This includes the firm’s annual submittal to the international Carbon Disclosure Project. Meissen has a Ph.D. in environmental science with focus on sustainability from the University of Wisconsin - Madison. He also has an MBA, M.S. and B.S. degrees in engineering and is a registered professional engineer.



## PETER MULVANEY

GREENLEAF ADVISORS

CHICAGO CLIMATE ACTION PLAN FOR PEOPLE

As an assistant commissioner at the Department of Water Management, Peter Mulvaney is committed to enhancing the stewardship of Chicago's water resources and creating "greener" facility planning. His career started as a field biologist in New Mexico, which led to his interest in the interaction of the environment and human health. Mulvaney then pursued these interests as a scientist at the National Institutes of Health, and later as an environmental consultant at a premiere water resources and engineering firm.

Mulvaney has a B.A. in psychology from the University of Colorado an M.S. in pollution control engineering from Pennsylvania State University and an MBA from the Kellogg School of Management. He has been LEED accredited since 2002.



## JIM PAGE

PRESIDENT

JAMES SEWALL COMPANY

James H. Page is CEO of James W. Sewall Company (sewall.com), an integrated team of geospatial, engineering and natural resource consultants specializing in energy, infrastructure and natural resources. Founded in 1880 and headquartered in Old Town, Maine, Sewall serves public and private sector clients throughout North and South America. A leader in renewable energy consulting services specializing in onshore and offshore wind as well as bioenergy, Sewall has provided services for more than 70 percent of all commercial scale onshore wind projects in New England and has the most advanced ecospatial data system and complete datasets for northeast offshore wind development currently available. Sewall is currently exploring opportunities for exporting its decision support expertise for wind and energy development to the Great Lakes region.

Page received his doctorate from MIT, an M.Phil. from St. Andrews University, Scotland, and is on the Boards of the Camden National Corporation and the University of Maine.



## ROBERT RENDER

PRESIDENT

A GREENER SOLUTION

Robert Render is a recycling entrepreneur with more than 35 years of experience processing metals, plastics, and other by-products. Since 1996, he has been president of Maine Plastics Inc. headquartered in Zion, Ill. Maine Plastics processes more than 140 million pounds of industrial plastics at its facilities in Zion, Ill.; Schoolcraft, Mich.; Dover, Del.; Richmond, Va.; Apex, N.C.; Stratford, Conn.; and Columbus, Neb.

Render started working in the scrap yard as a teenager and later worked full time for Maine Scrap Metal Inc. after graduating from Grinnell College in Grinnell, Iowa, in 1977.

In 2006, Render helped to create A Greener Solution LLC, an environmental management and consulting company that specializes in landfill reduction and recycling options for consumer products companies. A Greener Solution programs have typically raised its clients recycling rates from 25 to 75 percent in less than one year and up to 90 percent within two years.

Render has spoken on recycling issues and technology at many industry functions, including events organized by the Society of Plastics Engineers, the Society of Plastics Industry Inc., the Institute of Scrap Recycling Industries, Recycling Magazine, and the International Association of Electronic Recyclers.



## KAREN SANDS

SUSTAINABILITY DIRECTOR  
MILWAUKEE MMSD

Karen Sands is the manager of sustainability for the Milwaukee Metropolitan Sewerage District where she works on a number of green infrastructure, energy and climate change projects and programs that benefit the region's water resources. Besides sustainability, Karen has also worked on a number of high-profile planning, public involvement and watercourse programs for nearly 10 years at MMSD. With over 20 years of professional planning experience altogether, she has a master's degree in regional planning and a bachelor's degree in geography, both from the State University of New York at Albany. She is certified by the American Institute of Certified Planners and has a certificate from the International Association for Public Participation. She serves as vice chair of the Village of Whitefish Bay's Environmental Advisory Commission and is on the board of the Friends of the Hank Aaron State Trail.





## JOSÉ L. SANTILLAN, C.F.A.

FORMER NATIONAL HEAD OF INVESTMENTS FOR  
HARRIS PRIVATE BANK

FORMER CHIEF INVESTMENT OFFICER FOR  
LASALLE NATIONAL BANK

With more than 30 years of global investment management experience, José Santillan served as National Head of Investments for Harris Private Bank (a subsidiary of BMO Financial Group). In this role, he had direct oversight of investment management policies and practices for private clients, endowments, and small foundations, with approximately \$34 billion in assets under management.

Santillan served as chief investment officer for LaSalle Bank's Wealth Management Group with responsibility for the investment strategy and policy for both domestic private clients and institutional clients—discretionary assets under management of \$11 billion. Prior to this position Santillan served as senior vice president of ABN AMRO Private Investments, where his responsibilities included managing offshore global equity and fixed income portfolios, overseeing \$1 billion in offshore assets. From 1992 to 1997, he was a partner and founder of Cordillera Asset Management, Denver, Colorado, specializing in institutional equity asset management.

Active in professional and community organizations, Santillan is a member of the Board of Directors, Trinity Health, Novi, Mich. He serves on the Trinity Health Investment, Finance & Stewardship, and Executive Committees and currently the chair of Catholic Health Ministries (sponsor of Trinity Health). Currently he is a board member of the University of Illinois Foundation as well as a director of Mercy Investment Services, St. Louis, Mo. He has served on the boards of United Way Metropolitan Chicago, CFA Society of Chicago, and Holland Large Cap Growth Fund. He is a Fellow of Leadership Greater Chicago and was selected as a Business Leaders of Color by Chicago United. He is a member of the Economic Club of Chicago.



**DEBRA SHORE**  
**COMMISSIONER MWRD**  
**GREATER CHICAGO**

Debra Shore is a member of the Board of Commissioners of the Metropolitan Water Reclamation District of Greater Chicago. The district, with its mission to treat waste water and manage stormwater for five million residents of Cook County and numerous industries, has enormous impact on quality of life in the greater metropolitan region. Before taking office in December 2006, Shore served as founding editor of Chicago WILDERNESS Magazine, a regional quarterly devoted to the rare nature of the Chicago region. Shore has been an active volunteer in habitat restoration in the Cook County forest preserves, and has served on the board of Friends of the Forest Preserves, the Illinois Environmental Council, and the women's board of the University of Chicago. She is currently board chair of the Gay & Lesbian Victory Institute and serves on the board of Congregation Sukkat Shalom, in Wilmette, and the Great Lakes Protection Fund.



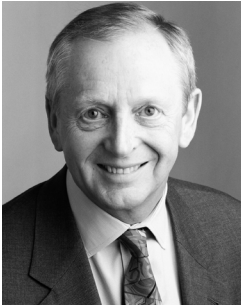
## MARC THRUM

VICE PRESIDENT, BUSINESS DEVELOPMENT  
INTELLIGENT GENERATION

Marc Thrum leads Business Development at Intelligent Generation (IG), a pre-commercial company aiming to transform the economics of solar by associating PV with distributed storage into a managed power network. IG is established at Chicago's Illinois Institute of Technology incubator arm.

Prior to IG, Thrum spent 10 years with Whirlpool Corp. in various roles as global director for customer strategy, brand and product management. Before Whirlpool he was based in Jakarta, Indonesia, where he helped two French industrial small-enterprises develop new markets in the Middle-East and Asia-Pacific.

Thrum is a mechanical and electrical engineer from ESTP, Paris, and INSEAD MBA.



## HOWARD TIFFEN

PRINCIPAL

URBAN PERSPECTIVE

Howard is the principal of Urban Perspective, a consultancy specializing in the development of city and regional business plans to address de-industrialization. He is also an executive advisor with Serone Capital Management, London, UK. Tiffen retired as a managing director of Morgan Stanley Investment Management in

December 2008 where he led a team which then managed over \$10 billion in assets. He has more than 30 years of investment experience.

Prior to joining Morgan Stanley, Tiffen was a portfolio manager at Pilgrim Investments. He was also a managing director with Bank of America and Continental Bank in their lending and capital markets divisions. Between 1974 and 1982 Howard worked in Hong Kong, Singapore and Bangkok for Wells Fargo and for the investment banking arm of HSBC in Asia. He has transacted business throughout Asia, the Americas and Europe.

Tiffen holds degrees from Northwestern University and University of Chicago. He is married with two adult children. His interests include running, travel and history.



## KAREN WEIGERT

SUSTAINABILITY DIRECTOR

CITY OF CHICAGO

Karen Weigert serves as chief sustainability officer for the City of Chicago. She was appointed in 2011. As chief sustainability officer Weigert works to guide the city's sustainability strategy and implementation, bringing innovative, practical solutions throughout the work of the city.

Prior to her appointment Weigert served as senior vice president of ShoreBank (later Urban Partnership Bank) where she built a national consumer group that generated deposits to support environmental sustainability and community development in low to moderate income urban neighborhoods. Before her work in community banking Weigert was a strategy consultant at McKinsey where she served clients on topics including transportation, finance, energy and land use. She began her career as an investment banker at Goldman Sachs and later served as an appointee in the Clinton administration focused on global environmental issues and agriculture.

Weigert is a producer and writer for the documentary film "Carbon Nation," which is focused on solutions to climate change. She is also a former board member of CNT, Foresight Design Initiative and Earth School Educational Foundation.

Karen graduated from the University of Notre Dame (Phi Beta Kappa) and Harvard Business School.



## CHRIS WISSERMANN

PRESIDENT / MD

NEOGEN ENERGY / FRESHWATER WIND

Chris Wissermann is president of NeoGen Energy and a managing director of Freshwater Wind. Wissermann has been immersed in the offshore wind industry since 2004 as founder of Deepwater Wind and past president of Garden State Offshore Energy. Across his 30 year career in the energy industry, Wissermann has worked on both sides of the sustainability equation—generating power from renewable resources and working with commercial and industrial users to improve operational efficiency. Locally Wissermann serves on Illinois Lake Michigan Offshore Wind Energy Advisory Council, tasked with making policy recommendations to build an offshore wind industry in Illinois. He graduated from Brown University with a B.A. in energy studies.

# STUDENT PRESENTERS

## SUSTAINABLE VALUE CREATION

WINTER 2012 STUDENTS

LESLIE ANDREWS

ERIC COHEN

CHRISTOPHER DELANEY

DHANANJAY DESHPANDE

TREVOR EASTON

RONALD GREAVES

RAPHAEL IMHOF

ERIC JAMES

MARC JERBI

EMILY JOHNS

LAURA MCKENZIE

OMAR MOHAMMED

LINDA MUI

JOHN MUTHUSAMY

COURTNEY SCHROEDER

## CONFERENCE CO-CHAIRS



### JOHN A. ANDERSEN, JR.

PRESIDENT, FOUNDER  
GREENLEAF ADVISORS, LLC

John Andersen is president and founder of Greenleaf Advisors, LLC, where he advises businesses and institutions on sustainability strategies and practices for growth and influence. Andersen's 30 years of experience serving businesses, capital, nonprofits, governments and institutions, has demonstrated that it takes effective engagement between these sectors to grow over the long term and to achieve sustainable results on complex issues. His current clients range from regional governmental entities seeking to protect water resources, to early stage renewable energy companies, private equity firms, and industrial recycling companies marketing agricultural amendments that restore degraded soils. Andersen was an international and managing director of Jones Lang LaSalle, where he managed its national land business and strategic expansion into China. He was also the Great Lakes director of The Nature Conservancy where he worked across the region's scientific, business, and government communities to advance conservation and protection of freshwater resources. Andersen holds a B.A. in economics from Brown University and an MBA from Harvard University. He is a faculty member at DePaul University where he teaches sustainable value creation in the business school. He is also president of Greenleaf Communities NFP, a new nonprofit research entity formed to address environmental influences on health and to apply that knowledge to changed practices that prevent illness.





## ALI FATEMI

CHAIRMAN  
FINANCE DEPARTMENT  
DEPAUL UNIVERSITY

Ali Fatemi is the chairman of the Finance Department at DePaul University, where he also holds a position as a professor. Fatemi is a graduate of Oklahoma State University, where he received his Ph.D. (1979) and MBA (1975). Fatemi has published in leading domestic and international journals including: *Journal of Finance*, *Journal of Business Research*, *Journal of Economic Psychology*, *Global Finance Journal*, *Pacific-Basin Finance Journal*, *Financial Services Review*, *Managerial Finance*, *Journal of Economics and Business*, *International Journal of Finance*, *Journal of Financial Education* and *Japan and the World Economy*. He has served as the editor of the *Journal of Applied Finance* and as a member of the editorial board and reviewer for a variety of domestic and international finance journals, including *European Financial Management*, *Global Finance Journal*, *The International Journal of Finance and Managerial Finance*. He is the president-elect of the Midwest Finance Association, and is listed in *Who's Who Among America's Teachers* and in the *International Directory of Business Management Scholars and Research*. He is currently a member of the Economic Club of Chicago, FEI, the Executives Club of Chicago, the Chicago Council of Global Affairs, and the Bond Club of Chicago.

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