

Third Annual Sustainable Business Conference

FRIDAY, JANUARY 18, 2013

DePaul Art Museum, 935 W. Fullerton Ave., Chicago



DEPAUL UNIVERSITY

DRIEHAUS COLLEGE OF BUSINESS

Department of Finance

PROGRAM

- 8 a.m. **Breakfast and Registration**
- 8:15 a.m. **Welcoming Remarks**
Ali Fatemi — Professor, Department of Finance, DePaul University
Robert Render — President, A Greener Solution
- 8:30 a.m. **Sustainable Finance**
Keynote: Hervé Kieffel, Principal, Sustainability Valuation and Project Portfolio Optimization, PriceWaterhouseCoopers
- 9:10 a.m. **Panel:** Socially Responsible Investing; Moderated by Bill Obenshain, Executive Director, Center for Financial Services
Connie Lindsey — Executive Vice President, Northern Trust
John McCareins — Senior Vice President, Senior Program Manager, Northern Trust
Stephen Blessman — Founder, Blessman Farms
Brent Keefer — Director, Resource Planning and Investment Strategy, Hancock Timber Resource Group
- 10:30 a.m. **Sustainability: Global Perspective**
Panel: Moderated by Professor Ron Nahser, Managing Director, Corporantes, Inc.
Judy Albert — Executive Director, Environmental Entrepreneurs (E2)
Joyce Coffee — Vice President Business + Social Purpose, Edelman
Herbert Lust — Director Strategy Integration, Global Corporate Citizenship, The Boeing Company
Julia Hipps — Senior Director, Eli Lilly and Company

- Noon **Lunch**
Presentation: Robert Render, President, A Greener Solution
- 1 p.m. **Design: Driving Innovation**
Keynote: Erin Meezan, Vice President, Sustainability, Interface, Inc.
- 1:30 p.m. **Panel:** John Andersen, Founder and President, Greenleaf Advisors
Steven Kooy — Global Sustainability Manager, Haworth, Inc.
Keith Bowers — Founder and President, Biohabitats
Guy L. Bazzani — President and CEO, Bazzani Associates
Erin Meezan — Vice President Sustainability, Interface, Inc.
- 2:45 p.m. **Sustainability: Local Perspective**
Keynote: Adele Simmons, Vice Chair, Metropolis Strategies
- 3 p.m. **Panel:** Moderated by Pete Mulvaney, Advisor, Greenleaf Advisors
Karen Weigert — Sustainability Officer, City of Chicago
Adele Simmons — Vice Chair, Metropolis Strategies
Rita Athas — President, World Business Chicago
- 4:15 p.m. **Closing Keynote**
Introduction: Bill Obenshain, Executive Director, Center for Financial Services
Keynote: Michael Lind, Policy Director and Co-Founder, New America Foundation
- 5 p.m. **Curator's Tour: Climate of Uncertainty**
- 5:15 p.m. **Reception**

CONFERENCE SPEAKERS



JUDY ALBERT
EXECUTIVE DIRECTOR
ENVIRONMENTAL ENTREPRENEURS (E2)

Judy Albert joined Environmental Entrepreneurs (E2), a national community of business leaders who promote sound environmental policy that builds economic prosperity, following a career in financial services, most recently as a senior executive in investment banking at Bear, Stearns & Co. Prior

to that, she was an investment banker to Latin American clients at JPMorgan Chase and Violy Byorum & Partners.

Albert began her career as a program officer with The Ford Foundation in Latin America and was a corporate attorney with Paul, Weiss, Rifkind, Wharton & Garrison. She is a graduate of Yale University and Harvard Law School.



RITA ATHAS
PRESIDENT
WORLD BUSINESS CHICAGO

Rita Athas came to World Business Chicago (WBC), which is ranked as one of the top economic development organizations in the country and always placed as one of the top three cities for number of new businesses, in 2007 in the economic development corporation.

Prior to that, Athas served as Mayor Daley's deputy chief of staff for external affairs. She served as the executive director of the Northwest Municipal Conference, which is widely recognized as one of the most innovative regional councils in the country.

Athas is a 1988-89 Leadership Greater Chicago Fellow. She also serves as the co-chair of the Chicago Manufacturing Renaissance Council and on the Board of Metropolis Strategies, CEOs for Cities and the Metropolitan Planning Council. Additionally she is a member of the Economic Club, Executive Club and the Chicago Council for Global Affairs.

Athas was awarded an honorary doctorate from Elmhurst College and earned a B.A. degree from Elmhurst and an M.P.A. from Northern Illinois University.



GUY L. BAZZANI, GRI, LEED-AP
PRESIDENT AND CEO
BAZZANI ASSOCIATES

Guy Bazzani, of Bazzani Associates, a sustainable design, construction and development firm, is an active leader in the triple bottom line movement that balances economic vitality, social responsibility and environmental integrity. With more than 30 years of experience in the industry, Bazzani and his team of

LEED-accredited Professionals are committed to the application of sustainable building and design principles in their high-performance construction and development projects.

It is Bazzani's philosophy to lead in his community as well as in his profession. As founder and chair of Local First and a member of the Social Venture Network, he has helped set the direction for positive social and economic growth while respecting the environment in West Michigan. An example of this leadership is the revitalization of the Uptown District of Grand Rapids, Mich., which exemplifies the integration of Low Impact Design, walkable communities, advanced green building technologies and historic preservation. Bazzani projects feature passive solar design, advanced thermal envelopes, green roof technologies, zero-stormwater discharge, and LEED Certification while remaining sensitive to the historic fabric of the communities he serves.



STEPHEN BLESSMAN
FOUNDER
BLESSMAN FARMS

Steve Blessman has been invested in the green economy since 1977 when he turned his central Illinois farmland organic. After stints as a community organizer, in the non-profit sector and in the food and beverage industry, Blessman graduated with a MBA from Bradley University in 1987. He became a full-time

investor in 1989 focusing on building a stock, bond and private equity portfolio that reflects his values, including green building, clean technology, socially responsible stocks and municipal bonds.

Blessman is a member of Social Venture Network; a Trustee Emeritus at the George Eastman House Museum in Rochester, NY; on the Board of Directors for The Beloved Community in Chicago, Ill., as well as the Board of Governors of Chaminade University in Honolulu, Hawaii.

An avid harmonica player, he has opened for Bob Dylan and played with Merl Saunders (Jerry Garcia Band) for a decade. Blessman is married with three sons and has two grandchildren. He lives in Chicago, Michigan and Maui.



KEITH BOWERS

FOUNDER AND PRESIDENT
BIOHABITATS

Keith Bowers has been at the forefront of applied ecology, land conservation and sustainable design for nearly three decades. As the founder and president of Biohabitats, Bowers has built a multidisciplinary organization focused on conservation planning, ecological restoration and regenerative design. Using

living-systems approach as the basis for all of its work, Biohabitats employs whole-systems thinking through applied ecology to address a variety of projects at multiple scales. From site-specific river, wetland and coastal habitat restoration projects to regional watershed management and conservation, to the regeneration of urban estuaries, Bowers has kept Biohabitats at the vanguard of ecology and design.

Bowers is an American Society of Landscape Architects Fellow, registered in over seven states, and is a professional wetland scientist. He holds a B.S. in landscape architecture from West Virginia University.



JOYCE COFFEE

VICE PRESIDENT BUSINESS + SOCIAL PURPOSE
EDELMAN

At Edelman, Joyce Coffee provides strategic sustainability counsel to Midwest companies. Previously, she directed the Chicago Climate Action Plan and managed environmental codes and water and air resources in the City of Chicago Department of Environment. She has worked as an urban

environmental consultant with the World Bank and the U.S. Agency for International Development's U.S.-Asia Environmental Partnership. She was a founding board member of the Alliance for Water Efficiency and a Great Lakes delegate to the Brookings International Young Leaders Climate Change Summit. She was awarded the Henry Luce Fund Scholarship to study at the University of Hanoi in Vietnam and received a dual B.S. degree in biology and environmental studies from Tufts University and a M.C.P. from Massachusetts Institute of Technology.



JULIA HIPPS
SENIOR DIRECTOR
ELI LILLY AND COMPANY

Julia Hipps, senior director, Eli Lilly and Company, is a management professional with 30 years of experience in global health, finance, strategy, Six Sigma and human resources. For the last year, Hipps has worked on behalf of the Lilly Foundation on the Multi-Drug Resistant Tuberculosis (MDR-TB) social responsibility initiative

to improve drug supply and access for patients in this global, public health epidemic.

Hipps began her career with Lilly after graduating from the Harvard Business School with a MBA degree in 1984. She is a certified Six Sigma "Black Belt." She also is a former certified public accountant, worked in public accounting (audit) and graduated from Purdue University with a B.S. in general management (accounting).



BRENT KEEFER
DIRECTOR, RESOURCE PLANNING AND
INVESTMENT STRATEGY
HANCOCK TIMBER RESOURCE GROUP

Brent Keefer is a vice president of Hancock Natural Resource Group, Inc. and the director of Resource Planning and Investment Strategy at Hancock Timber Resource Group where he is responsible for global resource planning and timberland investment

valuation. Hancock Timber is a fully integrated timberland investment firm that manages approximately \$10.8 billion of globally diversified timberland investments for institutional and high net worth clients. His role also includes analysis of new investment regions and global timberland investment risk and return. Keefer leads timberland acquisition valuation and due diligence and provides oversight for Hancock Forest Management's resource support teams.

Before joining HTRG in 1998, he worked for Rayonier Inc. for ten years in the southeast U.S. managing forest resource information and planning systems. He holds a B.S. in forest resource management and a M.S. in forest biometrics, GIS, and remote sensing both from Virginia Tech.



HERVÉ KIEFFEL

PRINCIPAL, SUSTAINABILITY VALUATION AND
PROJECT PORTFOLIO OPTIMIZATION
PRICEWATERHOUSECOOPERS (PWC)

Hervé Kieffel is a valuation principle in the San Francisco PWC office, where he leads the portfolio optimization practice. With 15 years of quantitative consulting experience, he specializes in complex valuations, particularly those involving risky decisions, intangible

benefits and portfolio allocation strategies.

He has over 15 years of consulting experience in decision analysis, multi-criteria valuation, sustainability valuation, real option valuation, and advanced analytics, and has been serving clients in a broad range of industries, with particular experience in life sciences, utilities, government work, and research and development organizations.

Kieffel also serves as a consulting professor at Stanford University, in the department of management science and engineering, where he teaches mathematical modeling at the graduate level.

Prior to joining PWC, Hervé co-founded and led the research and development effort at Folio Technologies, a fully customizable project portfolio optimization web software platform now part of PWC.

He holds a B.Sc. in economics from Ecole Polytechnique (France), and a M.Sc. and Ph.D. in operations research from Stanford.



STEVEN KOOY

GLOBAL SUSTAINABILITY MANAGER
HAWORTH, INC.

Steven Kooy joined Haworth, Inc., in 2004 as a corporate environmental engineer. In this role, he was responsible for supporting a broad range of Haworth's sustainability initiatives, including ISO14001 auditing and implementation, LEED certification projects, and working with developers to improve product sustainability.

In 2010, Kooy was promoted to global sustainability manager. In his current role, Kooy and his team are responsible for North American environmental operations, strategic development, partnership development and leadership responsibilities that extend beyond North America to include the European and Asia Pacific sectors.

Before joining Haworth, Kooy worked as a commercial construction project manager for a family-owned business. Prior to his commercial construction work, he served as an environmental engineer for Steelcase, Inc., managing the environmental auditing and recycling programs.

Kooy graduated from the University of Michigan with a bachelor's degree in civil engineering with an environmental concentration and is LEED AP certified.



MICHAEL LIND

POLICY DIRECTOR AND CO-FOUNDER
NEW AMERICA FOUNDATION

Michael Lind is the author of *Land of Promise: An Economic History of the United States* (2012) and other books about American history, politics and economics. A former editor or staff writer at *The New Yorker*, *Harper's Magazine* and the *New Republic*, he co-founded the New America Foundation, a nonpartisan research institute in Washington, D.C., where he is policy director of the Economic Growth Program.



CONNIE L. LINDSEY

EXECUTIVE VICE PRESIDENT
NORTHERN TRUST

Connie L. Lindsey is executive vice president and head of corporate responsibility at Northern Trust, Chicago. She is responsible for the design and implementation of the global CSR strategy for Northern Trust and the development of environmental, social and governance goals, policies, and programs appropriate to the brand and business unit strategies. She has held several leadership positions throughout her career at Northern, in the personal financial services, institutional and operations and technology business units. Lindsey is national board president of Girl Scouts of the USA, a delegate for Vision 2020, 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. She is a public and motivational speaker on topics of corporate responsibility, leadership, and personal and professional empowerment.



HERBERT LUST

DIRECTOR STRATEGY, GLOBAL CORPORATE
CITIZENSHIP
THE BOEING COMPANY

Herbert Lust steers the development and implementation of Boeing's Corporate Citizenship strategy worldwide and links internal and external stakeholders to coordinate corporate citizenship activities across the enterprise, significantly focusing on environmental issues. Previously, he was director of European Union Affairs in Brussels where he was a liaison to European decision makers including governments, scientists and NGOs. Lust led the development and implementation of Boeing's environmental strategy in the region. In 2005, he set up Boeing's Central and Eastern Europe offices.

Lust joined Boeing in 2001 after completing a master's degree in air transport management at Cranfield University in the UK. He gained extensive experience in the European aviation industry, working in policy development for Manchester Airport in England and serving as general secretary of the European Cockpit Association. He holds a master's degree in European studies from the College of Europe in his native country, Belgium. Lust speaks Dutch, English, French and German.



JOHN M. MCCAREINS

SENIOR VICE PRESIDENT AND
SENIOR PROGRAM MANAGER
NORTHERN TRUST

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 also is 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.



ERIN MEEZAN
VICE PRESIDENT, SUSTAINABILITY
INTERFACE, INC.

As vice president of sustainability for Interface, Erin Meezan provides technical assistance and policy support to the company's global business units to manage the company's aggressive energy and climate goals.

Meezan helps Interface address its global warming impacts at all levels, including in operations and management, with employees and customers, and in policy forums. She also advises global businesses on renewable energy solutions, including renewable energy purchases, on-site renewable projects and carbon offset purchases, which requires the identification of offset projects and the development of credible standards in the voluntary carbon market. She is the chair of the renewable energy front for Interface's Global Sustainability Council, which facilitates the corporation's Mission Zero promise to reduce any negative environmental impact by 2020.

She is a magna cum laude graduate of the Vermont Law School, where she earned her master's degree in studies in environmental law and her Juris Doctor degree.



PETE MULVANEY
ADVISOR
GREENLEAF ADVISORS

Pete Mulvaney started his career at the Museum of Southwest Biology and the National Institutes of Health (NIH). Mulvaney then entered environmental engineering. As the Kappe Lab Scholar at The Pennsylvania State University, he studied the engineering of water-treatment technologies before consulting for HARZA Engineering (now MWH). There, he worked in engineering environmental solutions to major infrastructure investments, including hydropower reservoirs in South America, major floodplain restorations along the Danube River and the restoration of wetlands in Illinois.

Mulvaney then became the director of sustainability for the Chicago Department of Water Management, where he integrated solutions to storm water policy, water conservation and sewer operations. At Greenleaf Advisors, he leverages his broad experience to solve complex problems with financial, environmental and engineering acumen.

Mulvaney holds an MBA from Kellogg School of Management, Northwestern University, an M.S. in environmental pollution control from The Pennsylvania State University, and a B.A. in psychology from University of Colorado.



F. BYRON (RON) NAHSER, PH.D.
MANAGING DIRECTOR
CORPORANTES, INC.

Ron Nahser, managing director for Corporantes, Inc., an outgrowth of The Nahser Agency/Advertising, is currently a Senior Wicklander Fellow at DePaul University's Institute for Business and Professional Ethics and also Provost Emeritus of Presidio School of Management, San Francisco (offering the first accredited MBA in sustainable management). He lectures and consults with business and academic audiences in the U.S. and internationally on business values, vision, marketing strategy, branding, social responsibility and integrative sustainable management and is presently strategic advisor to the UN PRME secretariat.

Nahser earned a B.A. degree from the University of Notre Dame, an MBA degree from Northwestern University's Kellogg School of Management, an M.A. degree in religious studies from Loyola/Mundelein College and the Ph.D. in American business philosophy from DePaul University.



BILL OBENSHAIN
EXECUTIVE DIRECTOR
THE CENTER FOR FINANCIAL SERVICES,
DEPAUL UNIVERSITY

Bill Obenshain is executive director of the Center for Financial Services at DePaul University, a position he has held since March of 2007. The Center for Financial Services four-pronged mission is to support innovative undergraduate, graduate and post-graduate curricula in financial services; sponsor industry forums on financial services policy issues; sponsor periodic roundtables featuring leaders in the banking and investment management disciplines and provide industry-relevant research on national and international banking and financial service issues.

Before joining DePaul, Obenshain spent 38 years in the financial services industry with Continental Bank and Bank of America. He held positions in Chicago, New York, Brussels and London. He was the founder, in 1995, of Bank of America's private equity business in Europe. From 1995 to 2006, he was managing partner of BA Capital Partners Europe.

He earned a bachelor's degree in political science from Dartmouth College in 1962 and completed his MBA at Dartmouth's Tuck School of Business the following year.



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. He was president of Maine Plastics from 1996 to 2011. Render worked in the family scrap yard as a teenager and worked full time for Maine Scrap Metal Inc. after graduating from Grinnell College in 1977.

In 2011 he was named CEO of A Greener Solution which is an environmental management and consulting company specializing in landfill reduction and recycling options for manufacturing companies. A Greener Solution programs typically raise clients' recycling rates from 25 percent to 75 percent in less than one year and up to 90 percent within two years.

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



ADELE SIMMONS

VICE-CHAIR

METROPOLIS STRATEGIES

Adele Simmons is vice chair of Metropolis Strategies. At Metropolis she focuses on sustainability. Simmons previously provided leadership in the planning of the 2009 Burnham Plan Centennial and in the area of early learning.

At the request of Mayor Daley, Simmons co-chaired the task force that developed a Climate Action Plan for the City of Chicago and she is currently a member of the Green Ribbon Committee that is helping implement Mayor Emanuel's Sustainability Roadmap. She was co-chair of the Chicago Council on Global Affairs study group on Chicago's Global Future and was a member of the Council's Energy Task Force.

She serves on a number of boards, including the Union of Concerned Scientists, CERES and the Field Museum, and is a member of the Board of Marsh & McLennan Companies, where she chairs the Committee on Corporate Social Responsibility.



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 Karen works to guide the city's sustainability strategy and implementation, bringing innovative, practical solutions throughout the work of the city.

Prior to her appointment Karen served as senior vice president of ShoreBank where she built a national consumer group that generated deposits to support environmental sustainability and community development. Earlier Karen was a consultant at McKinsey serving 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.

Karen is a producer of the documentary film Carbon Nation which focused on solutions to climate change and she graduated from the University of Notre Dame (Phi Beta Kappa) and Harvard Business School.

CONFERENCE CO-CHAIRS



JOHN A. ANDERSEN, JR.

FOUNDER AND PRESIDENT
GREENLEAF ADVISORS,
GREENLEAF COMMUNITIES

John Andersen, president of Greenleaf Advisors, advises businesses, institutions and communities across sectors on strategies that advance their sustainable development as well as solve complex problems. Andersen has 33 years of experience serving businesses, capital clients,

nonprofits, governments and institutions.

Previously, Andersen was an international and managing director at Jones Lang LaSalle, where he managed the company's national land business and its strategic expansion into China. He was the Great Lakes director of The Nature Conservancy, where he worked across the region's scientific, business and government sectors to advance biodiversity conservation. He is president of Greenleaf Communities, a nonprofit research entity that recruits and organizes multi-disciplinary teams of scientists to investigate environmental influences on health and apply that knowledge to improve industrial practices and public policies.

Andersen teaches Sustainable Value Creation at DePaul University. He holds an A.B. in economics from Brown University and an MBA from Harvard Business School.



ALI FATEMI

PROFESSOR
FINANCE DEPARTMENT
DEPAUL UNIVERSITY

Ali Fatemi is a professor of finance at DePaul University. He 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 a past president of the Midwest Finance Association and is listed in Who's Who Among America's Teachers and 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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