

The Fourth Annual

Sustainable Business Conference

September 12th, 2014

Chicago Club, 81 E Van Buren St,
Chicago IL, 60605



LETTER FROM THE CO-CHAIR

Dear Participants:

It is a pleasure for me to welcome you to DePaul University's Fourth Annual Sustainable Business conference. If you are familiar with DePaul you know that we have found sustainability to be an important thread woven into our institutional fabric, consistent with our Vincentian commitment to becoming a social agent familiar with transformation. Therefore, it is natural for us to have sponsored this conference on an annual basis. This year, with the indispensable help and support of John Andersen, Ben Bezark, and Bill Obenshain, we have assembled an outstanding program; one that establishes a new mark of quality and relevance for this series of conferences.

This conference brings together impressive leaders in business who will share their insights and experiences with our graduate students and with the members of the business and civic communities committed to advancing the principles of sustainability in their endeavors. Our focus this year, as the conference's theme indicates, turns to the intersection of innovation and sustainability. We hope you will enjoy learning about novel approaches taken by both early stage and mature companies to develop their enterprises. It is our pleasure to host such a gathering of thought leaders and practitioners who share a common commitment to the welfare of our community and our environment while pursuing economic development and advancement.

Best regards,

Ali Fatemi



Fourth Annual
Sustainable Business Conference

PROGRAM

Agenda

- 7:45 a.m. Registration
- 8:15 a.m. Welcoming Remarks
Ali Fatemi – Professor, Department of Finance, DePaul University
- 8:30 a.m. Opening Keynote
Donald J. Wuebbles – Harry E. Preble Professor of Atmospheric Science at the University of Illinois
- 9:15 a.m. Panel: Product Innovation, moderated by Bill Obenshain
Lisa Conte – CEO and Founder, Jaguar Animal Health
Robert von Goeben – Co-Founder, President, and CCO, Green Toys
Angela Strand – Chief Marketing Officer, Smith Electric Trucks
- 10:45 a.m. Panel: Process Innovation, moderated by Dan Peerless
Moisés Noreña – Director of Strategic Innovation and Targeted Markets, Allstate
Ben Bezark – Certification Manager, Cradle to Cradle Products Innovation Institute
Gabe Wing – Director, Safety and Sustainability, Herman Miller
- 12:15 p.m. Lunch, Keynote Speaker
Tammie Arnold – Partner, Generation Investment LLC of London
- 1:45 p.m. Panel: Energy Innovation, moderated by John Andersen
Bradley Ullrick – Intellectual Property and Business Development, Argonne National Laboratory
Marc Thrum – VP Marketing & Business Development, Intelligent Generation
Aaron Walters – Founder, GreenCity Power
- 3:15 p.m. Break
- 3:30 p.m. Panel: Recycling Innovation, moderated by Ben Bezark
Bob Spoerri – CEO, Beneficial Reuse Management
Paul Murray – Vice President, Sustainability, Shaw Carpet
Jennifer Gilbert – Chief Marketing Officer, I:Collect
- 5:00 p.m. Reception



CONFERENCE SPEAKERS



Tammie Arnold

Partner

Generation Investment LLC of London

Tammie Arnold joined Generation in March 2014 as a Partner and Head of the Client Team. Prior to joining, Tammie worked at PIMCO from 1993 to 2013 and served in a variety of capacities over the years. She was responsible for PIMCO's global sustainability initiatives, led the global advisory business from London, was head of global wealth management, was co-head of the product management group, and served as a member of the Executive Committee. Prior to joining PIMCO in 1993, she was a global equities portfolio manager with Wells Fargo Nikko Investment Advisors. Tammie holds an undergraduate degree in finance from the University of Southern California and an M.B.A. from the Stanford Graduate School of Business.



Ben Bezark

Certification Manager

Cradle to Cradle Products Innovation Institute

Ben Bezark is Certification Manager at the Cradle to Cradle Products Innovation Institute, the San Francisco based non-profit organization. The C2CPII was founded by William McDonough and Michael Braungart in 2010, and is tasked with bringing about a revolution in product innovation, based on the design principles set to print in their book *Cradle to Cradle: Remaking the Way We Make Things* (2002). The Cradle to Cradle Certified Program is a framework of criteria in five quality categories, with five benchmark levels designed to lead to the making of products that conform to the ideals of Cradle to Cradle design; products that are manufactured with safe materials, using renewable energy, to be completely recycled or upcycled at the end of use.

Ben has been with C2CPII since 2011, developing the technology systems that support the certification program, including business process and communications technology. Ben also manages trademark licensing, and has been involved with policy and standards development. Previously, Ben served as the Program Manager of the Plastic Free Campuses project of the Plastic Pollution Coalition. Ben holds a Bachelors of Science in Community Development and Applied Economics from the University of Vermont, with a focus in Ecological Economics.





Lisa Conte

Chief Executive Officer and Founder Jaguar Animal Health

Lisa is a pioneer in the biotech/emerging pharmaceutical industry. She is founder and CEO of Jaguar Animal Health, Inc., focused on first-in-class, natural products for the global veterinary marketplace. Prior to Jaguar, Lisa was the founder and CEO of Napo Pharmaceuticals, Inc., which brings human proprietary products to the global marketplace through local partnerships. These companies embrace the “triple bottom line” goals of enhancing financial return by addressing global health needs in animals and humans, and environmental sustainability in sourcing its products from rain forest areas.

Lisa also founded Shaman Pharmaceuticals. She has raised >\$300 million (including two IPOs). Degrees: AB in Biochemistry from Dartmouth College; MS in Physiology/Pharmacology, UCSD; MBA from the Amos Tuck School, Dartmouth College. She is the recipient of several entrepreneurship awards, and sits on the board of The Healing Forest Conservancy, dedicated to rain forest and indigenous knowledge conservation.



Jennifer Gilbert

Chief Marketing Officer I:Collect

Jennifer Gilbert is the Chief Marketing Officer of I:Collect (I:CO), a global recycling company that provides closed loop solutions for apparel, footwear and other textiles. I:CO is committed to keeping these valuable material resources in an everlasting production cycle and to providing a sustainable approach to environmentally responsible consumption. In her role, Jennifer is responsible for leading I:CO’s company mission in North America by collaborating with manufacturers, retailers, city governments, and other businesses and institutions.

She brings 25+ years of brand strategy, marketing communications, business development and client services expertise honed through positions at high-profile agencies such as J. Walter Thompson and TBWA Chiat/Day, as head of marketing for Dick Clark Corporate Productions and lead strategic director for Maritz Interactions.

From designing experiential programs for Toyota Prius to creating the first American Music Award for unsigned musicians to rolling out H&M’s global garment recycling program, Jennifer is a passionate champion for positive change through business.

She serves on Cradle to Cradle Product Innovation Institute’s Material Reuse Advisory Panel.





Robert von Goeben

Co-Founder, President, Chief Creative Officer
Green Toys, Inc.

Robert von Goeben is the President, Co-founder & Chief Creative Officer of Green Toys Inc., the leading manufacturer of eco-friendly children's products. Started in a Silicon Valley garage, Green Toys has become one of the world's most beloved brands, and the company now exports its US-made sustainable

products to over 90 countries.

A serial entrepreneur, Robert previously founded Propellerhead Studios, a design studio specializing in electronic toys and games. Propellerhead worked with many leading toy companies, including Mattel, Radica and Wild Planet. Prior to that, he was the founder and Managing Director of Starter Fluid, a seed-stage venture capital fund backed by leading institutional and corporate investors, including Compaq Computers and the University of Chicago. Before that, Robert was a founding director of Redleaf Venture Management, one of Silicon Valley's first Internet-focused venture funds.



Paul Murray

Vice President of Sustainability and Environmental Affairs
Shaw Industries Group, Inc.

Paul Murray is the Vice President of Sustainability and Environmental Affairs at Shaw Industries Group, Inc. where he is responsible for sustainability and product stewardship. Murray joined Shaw, one of the largest flooring manufacturers in the world producing carpet and other floor coverings for the

home and office, in February 2011 after more than 22 years at Herman Miller.

At Herman Miller, a recognized early corporate leader in sustainability and environmental stewardship, Murray served as EH&S and sustainable business practices leader. The Environmental Quality Action Team that he helped establish led Herman Miller to high-profile recognition as an environmentally progressive company, including a Presidential citation and national recognition. Named Herman Miller's Director of Environmental Safety and Sustainability in 2006, Murray was also recognized that year in an article for Vanity Fair's "Green" issue entitled: "The Re-Inventors: Green Architects and Designers."





Moisés Noreña

Director of Strategic Innovation and Targeted Markets Allstate

Moisés Noreña is a renowned innovation expert practitioner, mentor, teacher, speaker, writer, networker, and pioneer in management innovation. As a thought leader in the space, Moisés' perspectives have appeared in leading publications like Businessweek, Forbes and FastCompany. He is founder and faculty member of the innovation certification program at Notre Dame University. Moisés was the winner of 2013's Harvard Business Review/MIX "Innovating Innovation" challenge. He currently holds the title of Director of Strategic Innovation at Allstate insurance. Previous to this role, he was the Global Director of Innovation at Whirlpool.

As a multi-faceted individual, he holds a bachelor's degree in Architecture, a master's degree in Information Systems from La Salle University in Mexico City and a MBA from Purdue University. He is also an artist, a traveler, a photographer, a cook, an outdoor explorer, a music junkie, but most of all a committed family man.



William Obenshain

Executive Director DePaul University Center for Financial Services

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, Mr. 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.

Mr. Obenshain is Chairman of the Board of Visitors of the Dickey Center for International Understanding at Dartmouth College; a trustee and chairman of the Governance Committee of the Naval War College Foundation in Newport, Rhode Island; Chairman of MezzVest a Channel Islands based investment fund; president of the American School in London Foundation; chairman of Truth in Accounting and a director of the University Club of Chicago. He is a member of the Economic Club of Chicago, the Executives Club of Chicago and the Chairman's Circle of the Chicago Council on Global Affairs. Mr. Obenshain serves on the advisory board of Three Ocean Partners, a New York based investment banking boutique.

Before joining Continental Bank, Mr. Obenshain served in the U. S. Navy for five years. 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.





Dan Peerless

Director of Communications and Development
Greenleaf Advisors

Dan is the Communications and Development Director for Greenleaf Advisors and Greenleaf Communities. He came to Greenleaf with a background in environmental communications and education, as well as broad knowledge of the natural and environmental sciences.

He has worked for national environmental groups like the Natural Resources Defense Council and The Nature Conservancy focusing on translating the important scientific and policy information they generated so that it was accessible to wide-ranging audiences. At Greenleaf Advisors, Dan oversees work involving agricultural pollution abatement research, organic certification, water resource management and other natural resource projects.

Dan has a degree in biology from Hanover College and a Master of Environmental Management from the Yale School of Forestry and Environmental Studies.



Bob Spoerri

Chief Executive Officer
Beneficial Reuse Management/GYPSOIL

Robert Spoerri is president of Beneficial Reuse Management/Gypsoil of Chicago, a firm that works with industrial companies and utilities to create markets for valuable byproducts that would otherwise end up in landfills. Beneficial Reuse works with materials such as foundry sand which can be effectively utilized to reduce costs of construction projects, and byproduct gypsum from power plant emission scrubbers, which can help farmers improve their crops and soils while reducing their impact on the environment.

Spoerri has been involved in building, managing and leading high performance businesses such as Beneficial Reuse Management for more than 35 years. He spent over 20 years at LaSalle Partners, a Chicago based real estate services firm, including 10 years as President and Chief Operating Officer. He served as CEO of several other companies including Mapeley PLC, a London based Property Company.

He received an MBA degree from Harvard Business School and a B.S. from Indiana University.





Angela Strand

Chief Marketing Officer
Smith Electric

Angela Strand has served as Smith's Chief Marketing Officer since April 2011. Ms. Strand brings 20 years of diverse global marketing and business development experience spanning technology, software, biotech/medical device and transportation & logistics industries.

Prior to joining Smith, Ms. Strand served as Vice President of Market Development for Proteus, a development-stage company pioneering the field of digital health, using MEMS-based ingestible and wearable sensors. She has also served in leadership and executive roles for three growth-stage companies that were subsequently acquired: Aerogen (acquired by Nektar Therapeutics), Novacept (acquired by Cytoc) and FemRx (acquired by J&J). Previously, Ms. Strand worked in marketing roles for IBM and Federal Express.



Marc Thrum

Vice President Marketing & Business Development
Intelligent Generation

At Intelligent Generation, Marc develops channel opportunities, links IG's energy storage networking software to new markets and positions the company to execute on growing market demands.

An engineer by training, Marc managed technical sales in the Middle-East and Asia in the cement and pulp & paper sectors, then spent ten years at Whirlpool Corp. in positions of brand management, global product quality and corporate strategy. He joined IG's founders in 2010 to take part in the on-going smart-grid and renewable energy revolution.

Marc is a French/German/US national, electrical and mechanical engineer from ESTP in Paris and holds an MBA from INSEAD.





Brad Ullrick

Intellectual Property and Business Development Manager
Joint Center for Energy Storage Research
Argonne National Laboratory

Brad Ullrick leads the JCESR partner set resources in identifying, developing, and closing patent transactions; developing and implementing go-to-market strategies; and engaging external prospects and negotiating deals to closure.

Within the JCESR Intellectual Property Licensing team, Ullrick works with a broad cross section of research, engineering, business, finance, and legal professionals to close patent transactions that realize the best strategic and financial value for intellectual property assets across the JCESR partner set.

Brad is a registered patent attorney, and has been at Argonne since January 2007. Prior to his current position with the JCESR, he was a Senior Attorney for Intellectual Property in Argonne's Legal Department. In this role, Ullrick was engaged in all aspects of transactional intellectual property at the Lab, including review and negotiation of nondisclosure agreements, license agreements, procurement agreements, and sponsored research agreements. He also negotiated partnership agreements and intellectual property management plans for the Lab's engagement in large-scale consortia.



Aaron Walters

Co-Founder and Managing Partner
GreenCity Power LLC

Aaron is the Co-Founder and Managing Partner of GreenCity Power LLC, a start-up clean energy company focused on building, owning and operating cogeneration projects in the commercial sector (office buildings, hospitals, hotels & data centers).

Previously, Aaron was the CFO, Head of M&A and led the distress/work-out group for Recycled Energy Development (RED). RED focused on building, owning, and operating cogeneration plants in the industrial sector. Aaron raised in excess of \$900M for the business and closed six acquisitions totaling over 250MW and 1Million lbs/hr of steam. While at RED, Aaron founded Greenleaf Power (GLP), a company which owns over 120MW of biomass fired power plants in California. GLP spun-out of RED in 2011 and Aaron continued to serve on their Board.

Preceding RED, Aaron spent more than a decade in the financial services industry working broadly across the capital markets on the Buy-Side, Sell-Side and in Venture Capital with Lazard Freres and Morgan Stanley. Aaron holds a Bachelor of Science with honors in accounting and finance from the London School of Economics (LSE) and is a CFA charter holder.





Gabe Wing

Director, Safety and Sustainability
Herman Miller, Inc.

Gabe Wing is responsible for managing Herman Miller's sustainability efforts, including product design, environmental footprint reduction, and safety. He's played an important role in developing environmental policies since joining the company in 2001.

Among his contributions is the integration of sustainable design principles into the company's innovation process. Mr. Wing works with key suppliers to support the development of products that maximize positive contributions to people and the planet. In addition, he leads CEU-accredited training sessions, based on the principles of sustainable product design.

Mr. Wing received a BS from the University of Michigan and an MS from Michigan State University—both degrees in chemical engineering. From 2002 to 2010, Mr. Wing was a member of the U.S. Green Building Council's Materials and Resources Technical Advisory Group. He was appointed to Michigan's Green Chemistry Roundtable in 2008.



Donald J. Wuebbles

Harry E. Preble Professor of Atmospheric Science
University of Illinois

Donald J. Wuebbles is the Harry E. Preble Professor of Atmospheric Science at the University of Illinois. He was the first Director of the School of Earth, Society, and Environment at Illinois, the first Director of the Environmental Council at the University, and Head of the Department of Atmospheric Sciences for many years (1994-2007).

Dr. Wuebbles is an expert in numerical modeling of atmospheric physics and chemistry. He has authored over 400 scientific articles, relating mostly to atmospheric chemistry and climate issues. He has been a lead author on a number of national and international assessments related to concerns about climate change, and on atmospheric chemistry, including the effects of human activities on stratospheric and tropospheric ozone.

He has been honored by being selected a Fellow of three major professional science societies, the American Association for the Advancement of Science, the American Geophysical Union, and the American Meteorological Society. He shares in the 2007 Nobel Peace Prize for his work with the international Intergovernmental Panel on Climate Change.

Professor Wuebbles was a Coordinating Lead Author for the major international IPCC assessment of climate change published in late 2013 and was a leader in the U.S. National Climate Assessment published in May 2014. He is also a leader in the WMO-UNEP assessment of stratospheric ozone, and co-leads the chapter on policy analyses, that is to be published in late 2014. Dr. Wuebbles received the Cleveland Abbe Award from the American Meteorological Society in February 2014 for outstanding accomplishments and service given to society. He has two degrees in Electrical Engineering from the University of Illinois (1970, 1972) and a Ph.D. in Atmospheric Sciences from the University of California, Davis (1983). Among his contributions is the integration of sustainable design principles into the company's innovation process.



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.



Dr. Ali Fatemi
Professor
Department of Finance, 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.

