



Marriott Inn and Conference  
Center, UMUC\*  
Adelphi, MD  
November 5-6, 2009

# ISM's SUSTAINABILITY AND SOCIAL RESPONSIBILITY Conference



Get past the hype to the nuts and bolts  
and the bottom line.

Discover best practices in sustainability  
and social responsibility.

Follow the trail as you discover how  
organizations have taken sustainability  
and social responsibility from concept  
to execution.

*\*This is a LEED-Certified facility (The Leadership in Energy  
and Environmental Design Green Building Rating System™)*

# ISM's Sustainability and Social Responsibility Conference

Whether your organization is in manufacturing or the services sector, it's time to discover the benefits of a socially responsible organization. Find out how social responsibility and sustainability strategies have benefited other organizations. These sessions are presented by the cream of the crop in supply management. Find out how other organizations have embraced social responsibility and turned it into an effective business practice for everyone. Sustainability is here to stay, and your organization's level of commitment can make or break your future success.

## Who Should Attend This Program

Supply management professionals engaged in developing and supporting corporate social responsibility and sustainability initiatives. Supply management professionals may want to invite those outside of supply management to gain buy-in and to build the foundation for organizational success. Corporate sustainability and social responsibility initiatives are holistic strategies that involve the entire organization, from the CEO to administrative support.



### INSTITUTE FOR SUPPLY MANAGEMENT™ DEFINITIONS

*Sustainability:* Sustainability is the ability to meet current needs without hindering the ability to meet the needs of future generations in terms of economic, environmental and social challenges.

*Social Responsibility:* Social responsibility is a framework of measurable corporate policies and procedures and resulting behavior designed to benefit the workplace and, by extension, the individual, the organization and the community in the following areas: community, diversity and inclusiveness — supply base, diversity and inclusiveness — workforce, environment, ethics, financial responsibility, human rights, health and safety, and sustainability.

Thursday, November 5, 2009

7:00 – 8:00 a.m. | **Continental Breakfast and Supplier Showcase**

8:00 – 8:15 a.m. | **Welcome**

**Cathy A. Rodgers** | *Vice President, Global Business Development* | IBM Global Services | Chair, ISM Committee on Sustainability and Social Responsibility

8:15 – 9:15 a.m. | **General Session TA**

### **Sustainable Procurement: Challenges and Value Drivers**

This session addresses the demands of consumers and government regulations and how to cope with economic realities. Understand how to measure, manage and report sustainability elements throughout the supply chain. Explore the many conflicting sustainability standards that exist with no established standards across regions and geography.

**P. John LaPorta** | *Service Area Leader, Global Business Services, Sustainable Procurement Americas* | IBM Global Business Services

9:15 – 9:45 a.m. | **Networking Break and Supplier Showcase**

9:45 – 10:45 a.m. | **General Session TB**

### **Aligning Sustainability and Social Responsibility With Company Objectives**

How do you get corporate social responsibility issues heard above all the economic noise? Make sure they link back to the short- and long-term health of the company. Disney shares its business case and process for supplier diversity, sustainable sourcing and labor standard code of conduct compliance.

**Delynne Ano** | *Director, Supplier Diversity & Sustainability* | The Walt Disney Company

10:45 – 11:00 a.m. | **Networking Break and Supplier Showcase**

11:00 a.m. – 12:15 p.m. | **General Session TC**

### **Leading Sustainability and Social Responsibility Initiatives**

Supply executives reveal valuable information as they share challenges and successes they've encountered when developing and implementing sustainability and social responsibility initiatives. Explore how to lead sustainability and social responsibility initiatives in tough times and how to build sustainability now to prepare for the comeback. Hear about important skills for success, experiences that influenced success and supply management challenges faced.

**Moderator:**

**Cathy A. Rodgers** | *Vice President, Global Business Development* | IBM Global Services | Chair, ISM Committee on Sustainability and Social Responsibility



**Panelists:**

**Regina O. Edwards, J.D.** | *Director, Supply Chain Compliance* |

MeadWestvaco

**Drew Schramm** | *Senior Vice President, Global Supply & Logistics* | Herman

Miller, Inc

**Delynne Ano** | *Director, Supplier Diversity & Sustainability* | The Walt Disney

Company

12:15 – 1:45 p.m. | **Networking Lunch and Supplier Showcase**

1:45 – 3:00 p.m. | **General Session TD**

**Gap Inc. Global Responsibility Overview**

This presentation covers the composition of the department responsible for monitoring our suppliers, implementing Gap Inc's Code of Vendor Conduct, helping factories to enhance their internal HR management systems and resolving outstanding issues within the supply chain. Learn more about some of Gap Inc.'s environmental programs initiatives. Gain ideas to use in your organization with this overview of global responsibility.

**Geoffrey D. Geist** | *Manager, Global Responsibility, Strategy and Communications* | Gap Inc.

3:00 – 3:30 p.m. | **Networking Break and Supplier Showcase**

3:30 – 5:00 p.m. | **General Session TE**

**How CSR and Sustainability Programs May Manage Business and Legal Risks**

Learn how to construct sustainability and corporate social responsibility programs to address legal, business and reputational risks. Explore selected regulations and litigation along with cap-and-trade programs (Europe and U.S.)

**Michael A. Levine** | *Shareholder* | Epstein Becker & Green, PC

5:00 – 6:30 p.m. | **Networking Break and Supplier Showcase**

**Friday, November 6, 2009**

7:00 – 8:00 a.m. | **Networking and Continental Breakfast**

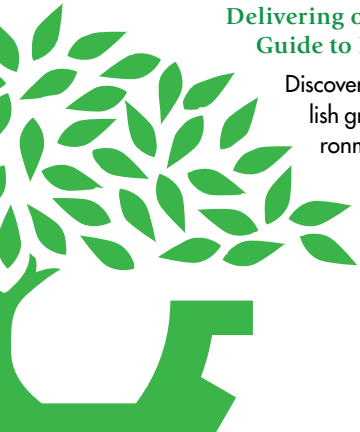
8:00 – 9:15 a.m. | **General Session FA**

**Delivering on the Promise of Green Purchasing: A Step-by-Step Guide to Buying Green and Saving Green**

Discover how to write implementable green purchasing policies; establish green spend metrics; calculate economic benefits; calculate environmental benefits; and communicate results.

**Yalmaz Siddiqui** | *Director, Environmental Strategy* | Office Depot

9:15 – 9:30 a.m. | **Networking Break**



9:30 – 10:30 a.m. | **General Session FB**

### Defining and Managing Climate Goals

Explore how to reduce the carbon footprint in your supply chain. Discover how KPN is working to reduce its own carbon footprint as well as the footprint of its customers and suppliers. Learn how KPN defined its carbon footprint and validated long-term (2020) and short-term goals to reduce its footprint, and how KPN manages and measures these climate related goals. Discover how KPN involves multiple stakeholders (e.g., peers, suppliers, employees, government) to improve the climate footprint.

**Marga Blom** | *Manager, Energy Management Group* | Royal Dutch KPN  
Telecom

10:30 – 10:45 a.m. | **Networking Break**

10:45 a.m. – 12:00 p.m. | **General Session FC**

### Stakeholder Identification and Engagement in Sustainability Initiatives

As the presentations in this conference suggest, there are many opportunities for supply chain professionals to create meaningful progress toward their company's sustainability goals. Yet, the success of these initiatives often depends on having the right people at the table, getting their buy-in for the project and nurturing the multiple relationships these projects require. This session explores how supply chain professionals can identify various potential stakeholders in sustainability initiatives, determine which of these need active roles, which can have observer status and how to get everyone engaged. As a result of attending this session, supply chain professionals responsible for sustainability initiatives will increase their chance for project success by getting the right people engaged in the right way.

**Robert W. Kuhn** | *President* | Kuhn Associates Management Advisors LLC

12:00 – 12:15 p.m. | **Closing Remarks**

## Attend This Pre-Conference Seminar and Double Your Strategic Takeaways

November 3-4, 2009

FINANCE FOR THE SUPPLY  
MANAGEMENT PROFESSIONAL

**Value x 2.** Register for the pre-conference seminar "Finance for the Supply Management Professional" and the SSR Conference and save \$200 on the complete package. Attend both programs and pack in as much value and working knowledge as you can in one trip. Visit the ISM Web site at [www.ism.ws](http://www.ism.ws) for a complete outline of this valuable seminar.



# Sustainability and Social Responsibility Conference

## Registration Hours

Pick up your badge and program information during the following hours:

**Wednesday**, November 4, 2009 | 4:00 – 6:00 p.m.

**Thursday**, November 5, 2009 | 6:30 a.m. – 4:30 p.m.

**Friday**, November 6, 2009 | 7:00 – 11:00 a.m.

**Fees \$795 members/\$995 nonmembers/\$250 ISM student members.** Fees include all workshops and scheduled meals.

**Hotel Accommodations** Marriott Inn and Conference Center UMUC, 3501 University Blvd E., Adelphi, MD 20783. Phone 301/985-7300 or 800/453-0309; [www.marriott.com/wasum](http://www.marriott.com/wasum). The ISM room rate is \$149 plus tax per night. When reserving your room, please select a group code based on your room preference. Group codes: Queen = ismismaj; King = ismismb; 2 Queens = ismismc. Online group reservations page link: <http://cwp.marriott.com/wasum/instituteforsupplymgmt>. The ISM rate is offered until October 12, 2009; rooms sell out quickly, so please be sure to reserve your room early. Named the country's first environmentally friendly hotel and conference center, the hotel has received its LEED certification from the U.S. Green Building Council.

**Ground Transportation** You are responsible for your own ground transportation.

## Discounts

**Membership Discount** Members of ISM receive a \$200 discount on this program registration fee. Become a member online at [www.ism.ws](http://www.ism.ws).

**Team Discount** ISM offers a \$25 discount (per person) for organizations registering three or more people for this program. Team discount only available via fax, phone or USPS.

**Pre-Conference Seminar Discount** Register for the Sustainability and Social Responsibility Conference and the pre-conference seminar, and receive a \$200 discount.

**ISM Cancellation and Refund Policy** Notification of your cancellation must be in writing. Cancellations received up to the day prior to the program are subject to a \$100 cancellation charge. No refunds are given once the program has begun. Registrants who fail to attend a program are not entitled to a refund. ISM must be contacted within 30 days of the program completion in order for a refund to be considered. ISM reserves the right to substitute speakers. If the program is not held for any reason, ISM's liability is limited to the program fee.

**Money-Back Guarantee** Satisfaction with all programs is guaranteed. If you are not satisfied with this program, we will refund your registration fee. (All ISM Cancellation and Refund Policy guidelines must be followed.)

**Photo Release** From time to time, we use photographs of participants in our promotional material. By virtue of your attendance, you agree to the use of your likeness in such material.

*This brochure is printed on recycled paper with soy ink. If this program does not suit your needs, please pass this along to a colleague or recycle. Thank you.*

# Registration Form

ISM's Inaugural Sustainability and Social Responsibility Conference

Marriott Inn and Conference Center, UMUC

Adelphi, MD

November 5-6, 2009

**Member Fee \$795**

Nonmember \$995

Student member \$250

Receive a one-year ISM membership with your full nonmember registration fee. Direct membership only. \$190 USD value. You must meet ISM qualifications for membership.

## Pre-Conference Seminar

November 3-4, 2009

Finance for the Supply Management Professional

Program #4516

**Member \$1,295\***

Nonmember \$1,595\*

\*Register before October 4, 2009 and receive \$200 off the seminar registration fee. Discounts do not apply to student registration rates.

\_\_\_\_ Yes, I want to register for the pre-conference seminar.

## Four Easy Ways to Register

**Internet** | Register online at [www.ism.ws](http://www.ism.ws). Select Education — Seminars, Conferences.

**Fax** | Transmit completed form with credit card information to 480/752-2299.

**Mail** | Complete the form below and mail with check or credit card information to:  
ISM Sustainability and Social Responsibility Conference  
P.O. Box 22160, Tempe, AZ 85285-2160, USA

**Phone** | Call ISM Customer Service at 800/888-6276 or 480/752-6276, extension 401.

ISM Member  Nonmember ISM ID # (if known) \_\_\_\_\_

Dr.  Mr.  Mrs.  Ms.  Miss

First/Given Name \_\_\_\_\_ MI \_\_\_\_\_ Last/Surname/Family Name \_\_\_\_\_

Title \_\_\_\_\_ Organization \_\_\_\_\_

Nickname for Badge \_\_\_\_\_

Mailing Address |  Home  Business \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Postal/ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

E-Mail Address \_\_\_\_\_

( ) \_\_\_\_\_ ( ) \_\_\_\_\_

Daytime Phone Number\*\*

Fax Number\*\*

\*\*For phone numbers outside the United States or Canada, please include country and city codes.

## Method of Payment (U.S. Funds Only)

Personal  Organization check is enclosed for \$ \_\_\_\_\_

Organization Name \_\_\_\_\_

VISA  MasterCard  American Express  Diners Club

Charge Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Amount to Be Charged \$ \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Please check here if you have any special needs that we can address to make your participation more enjoyable and informative (this includes any dietary or physical requirements).

Please provide details: \_\_\_\_\_

Please check here if you do not wish to share contact information with other attendees or sponsors.

ISM's

# SUSTAINABILITY AND SOCIAL RESPONSIBILITY CONFERENCE

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P.O. Box 22160  
Tempe, AZ 85285-2160

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