

triple

Meeting the Bottom Line: A Sustainable Business Forum

Organized by
JCI Metro

8:30 a.m. -12:30 p.m. Friday, May 11, 2012

Washington University Danforth Campus, Simon Hall
Parking available in garage at 6475 Forsyth Ave.
Metrolink: Big Bend

Pre-registration \$35; with student ID \$10
Includes breakfast and lunch by Tony Marino Catering

Meeting the triple bottom line:

Taking a broad view
of a business's success
by measuring its impact
on people and the planet
in addition to its profits

Speakers and panelists include:



Linda Goldstein
Mayor of the City of Clayton



Ken Harrington
Managing Director of the Skandalaris Center for
Entrepreneurial Studies at Washington University in St. Louis



Marc Lopata
President of Microgrid Energy & Board Chairman
of the US Green Building Council



Chris Miller
CEO of the Mission Center, L3C



Jeff Senne
Director of Environment and Marketplace
at PricewaterhouseCoopers



Lynette S. Watson
Small Business Development Specialist at University
of Missouri Extension Small Business Development Center



Seating limited. Register today at www.responsiblebizforum.com. jcimetro@gmail.com 636-449-3100 x241



8:30-9:00 Eat-and-greet breakfast

9:00-9:30 Introduction to Corporate Social Responsibility (CSR), the triple bottom line and the Ten Principles of the UN Global Compact by Jeff Senne

As Director of Environment and Marketplace at PricewaterhouseCoopers, Senne leads the environmental conservation and responsible business efforts. Prior to joining PwC, Senne was the Director of Sustainability Performance for Sodexo Inc, a Senior Advisor for the African Development Bank and the Head of Communications on Progress and Participation for the UN Global Compact. In these roles, Senne has worked with representatives from all sectors to create value by improving their organization's social and environmental impact.

9:30-10:50 Panel Discussion led by moderator Chris Miller

In 2010, Chris Miller founded the Mission Center, L3C, a low-profit limited liability company, a hybrid between a nonprofit and for-profit that is considered to be at the cutting edge of social entrepreneurship. Prior to this, Miller worked on the founding management team of Yurbuds, a St. Louis based commercial venture named Forbes Magazine's "9th Most Promising Company in America for 2009," and as the first Community Outreach Coordinator at the Skandalaris Center for Entrepreneurial Studies.

Panelists:

Linda Goldstein has served the Clayton community as a City official for twelve years. Before being elected Clayton's first woman mayor in April 2007, she served as a Ward II alderman for eight years. Goldstein also serves as General Manager of CI Select Flooring Solutions, and as a Director on the board of the Central Institute for the Deaf.

Ken Harrington has spent over 25 years in industry as a senior executive for seven start-up companies. Since 2001 he has led the expansion of Washington University's Skandalaris Center for Entrepreneurial Studies, where faculty and student interest areas span commercial, social, community, the law, global issues and beyond.

Marc Lopata is the President and co-founder of Microgrid Energy, a St. Louis-based renewable energy installer and energy efficiency consulting firm. With over 20 years experience in engineering, construction, development and renewable energy, he has participated in the development of hundreds of commercial LEED and energy efficiency projects across the country and internationally.

Jeff Senne, Director of Environment and Marketplace at PricewaterhouseCoopers. See biography above.

Lynette Watson has served as a small business development specialist at the University of Missouri Small Business Development and Technology Centers since 2006. Prior to that, Watson was Director of Economic Development for the Cherokee Place Small Business Incubator in South St. Louis City. She also serves as a board member of Habitat for Neighborhood Businesses, the International Institute Community Development Corporation and an ambassador of Community Women Against Hardship.

11:00-12:00 – Breakout Sessions

Each breakout session will take attendees' businesses as case studies in an interactive group discussion of applying the principles of CSR to improve your triple bottom line.

People: From Human Resources to Human Rights

Human capital is a business's most important asset. A business's success depends on the well-being of its employees, the community and regions in which it operates. Discussion will range from using the principles of CSR to attract top talent to human rights issues in supply chain to strategic philanthropy that strengthens the health and future of your customer base and local economy in the long term.

Moderated by Marianne Frapwell, Development Officer of Meds and Foods for Kids
Lead guests include

Planet: Beyond Green

Every business and every human being shares the same planet and the same set of limited resources. Apart from being the "right thing," environmental consciousness leads to a more stable and profitable business course in the long run. Discussion will range from managing your CO2 footprint to trends in renewable energy to new waste-to-fuel business models.

Moderated by Marla Esser of Home Nav
Lead guests include Marc Lopata, Bernie Zyk, Executive Vice President at Creative Printing Services

Profits: Building a Transparent Economy

Every business must generate profit in order to continue to exist. But the way companies approach profit determines the stability of the economy at large. Discussion will range from corporate governance and compliance to approaches to transparency and reporting to using CSR as risk management.

Moderated by Bill Emmons of the Federal Reserve of St. Louis
Lead guests include Jeff Senne

12:00-1:00 Eat-and-greet lunch

Join St. Louis leaders in this dynamic forum that takes business into a new era.