## 2009 Annual Conference

**Planning for a Sustainable Future**

Program Schedule

**Sunday, February 22, 2009**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 a.m - 6:00 p.m.</td>
<td>Conference Registration</td>
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<tr>
<td>10:00 a.m - 4:00 p.m.</td>
<td>Pre-Conference Boot Camp</td>
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<td></td>
<td>Strategic Planning 101</td>
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<tr>
<td>5:00 p.m - 6:00 p.m.</td>
<td>General Reception</td>
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<tr>
<td>6:00 p.m - 7:15 p.m.</td>
<td>Opening Session</td>
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<tr>
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<td>Keynote Speaker: Dr. Jim Phills</td>
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<td>Why Sustainability Now?</td>
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### 2009 Annual Conference
**Planning for a Sustainable Future**

**Program Schedule**

**Monday, February 23, 2009**

<table>
<thead>
<tr>
<th>Time</th>
<th>Breakout Sessions</th>
<th>Deep Dive Sessions</th>
<th>Learning Journey - UCSD</th>
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</thead>
<tbody>
<tr>
<td>7:00 am - 8:30 am</td>
<td>Networking Breakfast</td>
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</table>
| 9:00 am - 10:15 am | **Keynote Speaker: Jeffrey Dunn**  
*Mixing the Economic Downturn with Sustainability: Inhibitor or Catalyst?* |                                                                                  |                          |
| 10:45 am - 12:00 pm | **Keynote Panel: Kyocera International and Sempra Energy**                       |                                                                                  |                          |
| 12:15 pm - 1:45 pm  | **Lunch and Awards Presentation**                                                |                                                                                  |                          |
| 2:15 pm - 3:30 pm  | **The Strategic Role of Spares in Sustainable Operations**  
Charles D. Feinstein  
Corporate Social Responsibility and the Strategic Planner  
Jennifer Russell  
Addressing Sustainability in Transportation Agency  
Planning and Management  
Peter Plumeau | **UNLEASHING YOUR KOR STRENGTHS: STRATEGY AND DESIGN FOR SUSTAINABLE PRODUCTS**  
Ravi Sawhney  
Deepa Prahald  
**THE SEVEN STEPS TO SUSTAINABLE VALUE**  
Bruce Bendix  
**PROFITABLE, RESPONSIBLE AND SUSTAINABLE BUSINESS**  
Neil Smith | **MANAGING UNCERTAINTY, Noel Marts  
Steven Hirshfeld** |
| 3:45 pm - 5:00 pm  | **Bringing Strategic Plans to Life: Tools for Action and Sustainability**  
Jody Spiro | **Connecting the Dots: Linking Sustainability, Strategic Planning and Human Capital**  
William Schiemann | **** |
# 2009 Annual Conference

## Planning for a Sustainable Future

### Program Schedule

**Tuesday, February 24, 2009**

### 7:00 am - 8:30 am

**Networking Breakfast**

### 9:00 am - 10:30 am

**Keynote Speaker: dt ogilvie, “Strategy as art and design: Developing sustainable organizations”**

### 10:45 - 12:00

**Breakout Sessions**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
</table>
| 10:45 - 12:00 | Sustainability Leadership: Strategies and Paradigms  
|           | Irene Hughes  
|           | Miriam Karell  
|           | Sustainable Transformation  
|           | Mark Morgan  
|           | The Art and Science of Bringing the VOC into Strategic Planning Efforts for a Sustainable Future  
|           | Joley Gardner  
|           | Positioning and Growth for the Emergin Firm in a Triple Bottom Line World  
|           | Jane Christie  
|           | Jennifer Beever  
|           | Jim Wilson  
|           | An Improved Strategy Methodology - Cisco’s Follow the Sun’ Virtual Planning  
|           | Dart Lindsley  
|           | Ken Ketch  
|           | Discovering and Using the Benefits of Sustainability Practices  
|           | Anika Savage  
|           | Michael Sales  
|           | Strategic Foresight: How to Plan for a Sustainable Future  
|           | Steve Tighe  

### 12:15 pm - 1:30 pm

**Networking Luncheon**

### 2:15 - 3:30

**Breakout Sessions**

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| 2:15 - 3:30 | Integrating Safety Management System Strategies into the Organization’s Overall Strategic Thrust  
|           | Jon Kevin Loebba  
|           | Alfred O. Lewis  
|           | Tom Quick  
|           | Planning for Success – A Principle-Based Approach toward Sustainability  
|           | Caroline Nolan  
|           | Collaborative Innovation: The Key to Sustainable Competitive Advantage  
|           | Howard Rasheed  
|           | Effective Strategy Formulation, Planning and Management Using the Balanced Scorecard  
|           | Howard Rohm  
|           | THE FIVE PILLARS OF SUCCESS AND SUSTAINABILITY FOR INDIVIDUALS, ORGANIZATIONS, AND SOCIETIES  
|           | Mark Hollingworth  
|           | DISRUPTION 2.0 - CREATING NEW GROWTH BUSINESSES AS A REPEATABLE CORE PROCESS  
|           | Michael Putz  
|           | SUSTAINABLE FACILITIES PLANNING AT LOS ANGELES COMMUNITY COLLEGES  
|           | Larry Eisenberg  

### Post-Conference Networking Reception