



**Thursday, January 29<sup>th</sup>, 2009**

4:30 – 6:30 pm Ross School of Business

7:00 – 10:00 pm Cottage Inn

**Friday, January 30<sup>th</sup>, 2009**

8:00 am – 4:30 pm Michigan League

5:00 pm – 8:00 pm Arbor Brewing Co.



# Ross Net Impact Presents: Forum 2009: Next Practices To Address Future Challenges



This year's Forum explores the changing role of business in society given recent economic challenges and political changes. Corporations across the globe are increasingly recognizing the value of incorporating social and environmental issues into their core strategies, and are now seeking the tools to implement real, positive change.

## About Net Impact

Net Impact is an international network of 15,000 members committed to using the power of business to improve society. Ross Net Impact has over 290 student members, making it one of the largest and most active chapters worldwide. RNI equips leaders with the skills, network, and opportunities to improve the world through business by

- Supporting career development of students,
- Engaging current leaders through conferences and events; and
- Integrating sustainability and the social sector into the curriculum and campus life.

We share a passion for using the power of innovation and business to create a just society and sustain our natural resources while promoting integrity in decision-making. For additional information, please visit [www.rossnetimpact.org](http://www.rossnetimpact.org).

## 2009 Forum Leadership

**Conference Director:** Laurel Martin

**Program Director:** Taka Isshiki

**Finance Director:** Jamie Mikkelsen

**Logistics Co-Directors:** Annie Racek & Rebecca Silver

**Marketing Co-Directors:** Lisa Ingmarsson & Amanda Stone

**Website Director:** Betsy L. Davis

**Media Relations:** Sean Killian & Nate Springer

**Graphic Designer:** Rebecca Silver

### Panel Leads:

Liz Abbett, Katie Appel, Xavier Benavides, Tina Bosch, Craig Cammarata, Teerna Choudhury, Kimberly Dillon, Emily Friedberg, Bharath Iyengar, Amrita Kumar, Jason MacDonald, Kelly McKenzie, Mark Michelin, Jamie Mikkelsen, Chris Mueller, Gillian Ream, Laura Rosen, Eric Rosenthal, Sarah Shapiro, Nate Springer, Patricia Stansbury, Suzanne Sullivan, Ian Swedish, Jeremy Taub, Beth Uhlhorn, Jenny Wein



# Conference Schedule

## Thursday, January 29<sup>th</sup>



<b>4:30 pm</b>	<b>Registration Opens</b>
	Ross School of Business, Executive Residence Building, Ground-level
<b>5:15 – 6:30 pm</b>	<b>Corporate Presentations</b>
5:15 – 5:45 pm	MBA's Without Borders: John Ko - <i>E0530</i> Federal Energy Regulatory Commission: Dr. David Kathan - <i>E0540</i>
6:00 – 6:30 pm	InterfaceFLOR: Melissa Vernon - <i>E0530</i> Deloitte Consulting: Rob Whittier - <i>E0540</i>
<b>7:00 – 10:00 pm</b>	<b>Networking Reception &amp; Keynote Address: John Ehrenfeld, Author, <i>Sustainability by Design</i> The Original Cottage Inn (512 E. William St.)</b>



# Conference Schedule

## Friday, January 30<sup>th</sup>



8:00-9:30	Breakfast & Keynote Address (Jason Saul, Mission Measurement) <i>Michigan League Ballroom</i>			
	<b>Track 1: Corporate Sustainability</b>	<b>Track 2: Innovation &amp; Design</b>	<b>Track 3: Community Development &amp; Policy</b>	<b>Track 4: Sustainability's Personal Impact</b>
9:45-11:00	Sustainability Consulting: A Client/Consultant Dialogue <i>Hussey</i>	Wal-Mart Better Living Business Competition <i>Kalamazoo</i>		Earth's Stewards: The Role of Religion in Environmental Protection <i>Michigan</i>
11:15-12:30	Corporate Climate Change Strategies to Weather Today's Economy <i>Kalamazoo</i>	New Business Models to Address Complex Environmental Issues <i>Hussey</i>	Integrating Demand Side Management with the Energy Goals of the Obama Administration <i>Vandenberg</i>	From Farm to Belly: Lifecycle of an MBA's Lunch <i>Michigan</i>
12:30-1:30	Lunch & Keynote Address (Tom Szaky, CEO, TerraCycle, Inc.) <i>Michigan League Ballroom</i>			
1:45-3:00	What's the Earth Worth? A Case Study on Environmental Valuation <i>Michigan</i>	Innovative Business Models in Developing Countries: Engines of Poverty Alleviation <i>Hussey</i>	For Profit, Not for Profit, or Both: Organizational Models to Achieve Social Missions <i>Vandenberg</i>	Transportation in a Carbon-Constrained World <i>Kalamazoo</i>
3:15 – 4:30			Social Enterprise Financing: From Start-Up Funding to Self-Sufficiency <i>Michigan</i>	Carbon: What Does it Mean for Your Career? <i>Hussey</i>
5:00-8:00	Social and Networking Event <i>Arbor Brewing Company, 114 E. Washington St.</i>			



# Conference Sponsors



The Net Impact Forum has been made possible thanks to the generous contributions of the following businesses and organizations.

## *Title Sponsor*



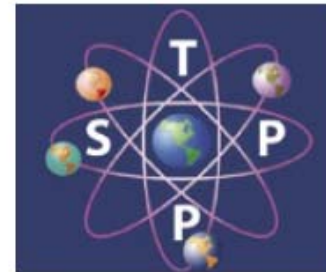
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# Keynote Speakers



## Opening Address • Thursday, 8:00 – 9:00 pm

### John Ehrenfeld

Executive Director, [International Society for Industrial Ecology](#)

Author, *Sustainability by Design*

*Sustainability by Design* book sales and signing will take place during the opening reception on Thursday, Jan. 29th, 7:00 – 10:00 pm, at the Cottage Inn (all proceeds benefit RNI)

In his most recent book, *Sustainability by Design*, Dr. Ehrenfeld posits that reducing unsustainability, although critical, will not create sustainability. The book is founded upon this new definition: sustainability is the possibility that humans and other life will flourish on Earth forever. There are obstacles to this hopeful vision, however, and overcoming them will require us to transform our behavior, both individually and collectively. The book has been heralded as “one of the most important books of the 21st century.”

Dr. Ehrenfeld currently serves as Executive Director of the International Society for Industrial Ecology. He retired in 2000 as the Director of the MIT Program on Technology, Business, and Environment, an interdisciplinary educational, research, and policy program. He holds a post as Senior Research Scholar at the Yale School of Forestry and Environmental Studies. He continues to teach, do research, and write. His current projects focus on sustainability and industrial ecology. In October 1999, the World Resources Institute honored him with a lifetime achievement award for his academic accomplishments in the field of business and environment. He received the Founders Award for Distinguished Service from the Academy of Management’s Organization and Natural Environment Division in August 2000.

He spent part of the 1998-1999 academic year at the Technical University of Lisbon as a Fulbright Distinguished Scholar and was Visiting Professor at the Technical University of Delft during the 2000-2001 academic year. He was elected in 2005 to the Board of Trustees of the Society for Organizational Learning. He is an editor of the *Journal of Industrial Ecology*. He holds a B. S. and Sc. D. in Chemical Engineering from MIT, and is author or co-author of over 200 papers, books, reports, and other publications. He spends his summers on the Maine Coast and is an avid saltwater fly fisherman.





# Keynote Speakers



**Morning Keynote • Friday, 8:30 – 9:30 am**

**Jason Saul  
President, Mission Measurement**

Jason Saul is a leading authority on impact measurement and strategy in the social sector. He has advised some of the world's leading corporations and nonprofits, including McDonald's, Kraft Foods, Levi Strauss & Co., Easter Seals, American Red Cross, the Humane Society of the U.S. and the Smithsonian. He is the Founder and CEO of [Mission Measurement, LLC](#). In 2008, Saul was recognized as one of Crain's Chicago Business "40 under 40" emerging business leaders.

Saul is a lecturer at Northwestern University's Kellogg School of Management and serves on the faculty of the Boston College Center for Corporate Citizenship. He has written and spoken extensively on the topics of measuring social impact, corporate social strategy, education philanthropy and nonprofit management. Saul is the author of *Benchmarking for Nonprofits: How to Manage, Measure and Improve Performance*, awarded Best Business Book of the Year in 2005 by the Independent Publishers Association.

Saul holds a J.D. from the University of Virginia School of Law, an M.P.P. from Harvard University's John F. Kennedy School of Government, and a B.A. in Government and French Literature from Cornell University. Saul was awarded the Harry S. Truman Scholarship for leadership and public service and is a Leadership Greater Chicago fellow.



**Lunch Keynote • Friday, 12:30 – 1:30 pm**

**Tom Szaky  
CEO, TerraCycle, Inc.**

Tom Szaky is co-founder and Chief Executive Officer of [TerraCycle, Inc.](#), producer of the world's first products made from and packaged in waste. [TerraCycle](#) has been named the producer of most eco-friendly brands in America, has received the Home Depot Environmental stewardship award twice, been featured in Wal-Mart's sustainability report and been repeatedly named the Ultimate eco-friendly brand.

Born in Budapest, Hungary in 1982, Mr. Szaky emigrated from Hungary to Holland. In 1989 he and his family emigrated again from Holland to Canada. At 14 he started his first business, a web design company called Flyte Design. While in high school, Mr. Szaky cycled solo from Toronto to Vancouver to raise funds for the environmental organization Ontario Naturalists, setting a national speed record of 21 days for such a bike ride. Mr. Szaky came to the United States in 2001 to attend Princeton University. In 2002, Mr. Szaky took a leave of absence to dedicate himself full-time to starting [TerraCycle](#), beginning as a 2 man outfit in the crowded basement of an old office building.

Today [TerraCycle](#) is the leader in upcycling, with sponsored waste partnerships with America's biggest brands, ranging from Capri Sun to Oreo to Stonyfield Yogurt, and is distributed in America's biggest retailers ranging from Wal-Mart to Target to Home Depot. [TerraCycle](#) has been featured in virtually every major media outlet from "60 Minutes" to the Wall Street Journal (5 times). [TerraCycle](#) is on its way to help eliminate the idea of waste on a grand scale all while sustaining sales growth of over 100% per year for the past five years!





# Ross Net Impact Presents: **Forum 2009: Next Practices To Address Future Challenges**



## **Track 1: Corporate Sustainability**

### **Speaker Biographies**



# Sustainability Consulting: A Client/Consultant Dialogue

9:45-11am ~ Hussey



Ever wonder how a real client engagement works in the sustainability consulting world? This consultant-client dialogue will provide insight into what consultants do, showcase the process and the value proposition from both the client and consultant perspective of creating a sustainability strategy, represent the multiple stakeholders (both within Deloitte and in the client's company) involved in a sustainability engagement, and highlight a particular industry function and how sustainability plays out in that industry.

Moderator: **Tom Lyon**, Dow Professor of Sustainable Science, Technology and Commerce; Director of the Erb Institute for Global Sustainable Enterprise, University of Michigan



**Chris Park** is a Principal in Deloitte Consulting's Detroit office and co-leads Deloitte's Enterprise Sustainability practice. He is also a member of Global Environment and Sustainability Group (GESG). Chris joined Deloitte's Strategy and Operations practice in He is a registered architect by training, in his consulting career, he has served clients in the life sciences, health care

provider, manufacturing, higher education, financial services and retail industries. Chris has led and delivered sustainability, corporate responsibility, and climate change engagements for clients and authored and edited a number of whitepapers on related topics including alternative energy, clean tech, and climate change. His most recent publication, "It's Not Easy Being Green – Unless You're Lean," appeared in the January/February issue of *iSixSigma Magazine*. Chris completed his MBA at the University of Michigan, where he also earned a Master's degree in Architecture and a Bachelor's degree in Architecture.



**Richard J. Plewa** is Senior Vice President and Director of Comerica Bank's Corporate Sustainability Program. Over the past 20 years, Rick has been actively involved in and has occupied leadership roles in a variety of organizations and initiatives focused on environmental risk management, environmental affairs, and sustainability. These organizations have included the Michigan Bankers Association's Environmental Affairs Committee, the Environmental Advisory Council of the Michigan Department of Environmental Quality, the

Southeast Michigan Sustainable Business Forum, the City of Detroit/Wayne County Roundtable on Sustainable Development, the Washtenaw County Brownfield Redevelopment Authority, the Michigan Part 201 Liability & Compliance Workgroup, the Victor Institute for Responsible Land Development & Use, and the California Environmental Redevelopment Fund, among others. In addition to representing Comerica at the Environmental Bankers Association since its founding, Rick has also been a member of the Risk Management Association's Environmental Risk Managers Roundtable. He is a native of Chicago and received a Bachelor's degree at the University of Illinois and an MBA and Master's degree at the University of Michigan. Rick was also a Fullbright Scholar at the University of Goettingen in Germany, and completed the Senior Executives Seminar of the Prince and Wales' Business and Environment Program of Cambridge University's Program for Industry.



# Corporate Climate Change Strategies to Weather Today's Economy

11:15-12:30pm ~ Kalamazoo



This panel will stimulate discussion about (1) how companies are implementing corporate climate change strategy and (2) how worsening economic conditions and a new political administration will alter their perception and implementation of corporate climate change initiatives. What can corporations do to mitigate risk from climate change and its potential regulation in lean times? What are specific industry challenges? Will a company's strategy change given current economic conditions and the Obama administration? Will the trend toward government involvement in credit markets decrease voluntary adoption of climate change strategy efforts?

Moderator: **Tom Lyon**, Dow Professor of Sustainable Science, Technology and Commerce; Director of the Erb Institute for Sustainable Enterprise, University of Michigan



As Herman Miller's Director of Environmental Health and Sustainability, **Paul Murray** guides the company's day-to-day "green" initiatives. This gives him a unique perspective on the many and varied environmental activities underway on any given day, the dollar value of these actions, and the vital role each individual Herman Miller employee plays. It also provides the basis for "The Power of One," Paul's presentation that articulates how the actions of even one person can have a profound impact on raising a company's –and even an industry's – environmental awareness. Paul was named Environmental Affairs manager in 1992 and director of Environmental Health and Sustainability in 2006. In May 2006, Vanity Fair magazine acknowledged Paul's efforts by including him in its special "Green" issue, in the section entitled, "The Re-Inventors: Green Architects and Designers." Paul believes "Each person has the ability to create greater environmental awareness and action within his or her company." He will share what Herman Miller has learned, "Everyone has a part to play."

**Kirsten Thorne** is a Public Policy Advisor for Chevron, one of the largest integrated energy companies in the world. Located in Washington DC, Kirsten works with external policy stakeholders, including think tanks, NGOs and academic institutions, to manage long-term environmental and energy policy trends as they relate to Chevron's global operations. Her focus areas include water, biodiversity and climate change. Kirsten has a BA in art from Whittier and a JD with an emphasis in environmental and land use law from Chapman University School of Law. She lives with her husband and two daughters in Fairfax County, Virginia.





# What's the Earth Worth?

## A Case Study on Environmental Valuation

1:45-3pm ~ Michigan



The worlds of environmentalism and finance converge on this unique case study discussion that will explore emerging environmental commodities markets, environmental risk analysis, and the issue of how to value social and ecosystem benefits. This interactive roundtable will actively engage the audience in a discussion with one of the world's leading investment practitioners as he challenges you to maximize profits while internalizing externalities and costs to the environment.



**James Fuschetti** is the Managing Director of the Office of Environmental Affairs and is responsible for its overall management and direction. Mr. Fuschetti spent 26 years as a banker and product specialist at JP Morgan Securities, Inc. During that time he lived in New York, Sao Paulo and London and worked with corporate and government clients in Latin America, Europe, the Middle East and Asia. In 1999 Mr. Fuschetti left JP Morgan to join the World Wildlife Fund (“WWF”) in Washington DC where he co-founded the Center for Conservation Finance. During his 7 years at WWF he helped develop financing solutions for large scale conservation projects in Asia and Latin America. In February 2008 Mr. Fuschetti returned to JP Morgan Chase to assume responsibility for the Office of Environmental Affairs. Mr. Fuschetti reports to William Daley.



# Ross Net Impact Presents: **Forum 2009: Next Practices To Address Future Challenges**



## **Track 2: Innovation and Design**

### **Speaker Biographies**



# Wal-Mart Better Living Business Competition

9:45-11am ~ Kalamazoo



Wal-Mart, the Zell Lurie Institute, and Net Impact are committed to fostering innovation at all levels. In this spirit, Ross Net Impact is hosting the University of Michigan qualifying round for the Wal-Mart Better Living Business Plan Challenge. This competition provides a forum for students to showcase their best ideas on sustainability. Business plans range from clean air, water, and soil to energy-efficient and healthy products and beyond. The winning team will move on to the regional competition in Louisville, KY. Come watch the teams compete for a chance to win \$20,000!

## Judges:

- Michael Finney
- Marc Mathieu
- Ashley Zwick



**Michael A. Finney** is the President and CEO of Ann Arbor SPARK (SPARK). SPARK is a public-private partnership whose mission is to advance innovation-based economic development in the greater Ann Arbor region. SPARK recently merged with the Washtenaw Development Council to form one integrated flagship economic development group to assist businesses at every stage, from those that are established to those working to successfully commercialize innovations. SPARK represents all communities in the Washtenaw County region of Michigan and collaborates with business, government, academic, and not-for-profit partners. Prior to taking the helm at Ann Arbor SPARK, Michael served as president and CEO of Greater Rochester Enterprise, Rochester, New York; he also served as Vice President for the Michigan Economic Development Corporation; Senior Vice President and General Manager, Thomson Saginaw; and as Assistant City Manager, Saginaw, Michigan. Michael currently serves on the University of Michigan, Office of Technology Transfer National Advisory Council and the Life Sciences Institute National Advisory Council; Board of Directors for the State Science and Technology Institute and the Michigan Venture Capital Association; Trustee for the Washtenaw Community College Foundation and the Ann Arbor Area Community Foundation. Michael was appointed the 2005 Minett Distinguished Professor at Rochester Institute of Technology. Michael holds a Master of Arts from Central Michigan University and a Bachelor of Business Administration from Saginaw Valley State University.



# Wal-Mart Better Living Business Competition

9:45-11am ~ Kalamazoo



**Marc Mathieu**, the former head of Global Brand Marketing at Coca-Cola, is leading the development of a new enterprise at the intersection of human and business interest. Seeing the growing urgency for scale within the socio-environmental movement, Marc decided to apply his vision, expertise and relationships to the creation of a branded social elevation platform directed at accelerating behavioral change around social and environmental challenges. Marc was with the Coca-Cola Company from 1996 to 2008, most recently in Coca-Cola's World Headquarters as Senior Vice President of Global Brand Marketing. Acknowledging the intersection between human and business needs, Marc showed businesses across Coca-Cola how to incorporate social and cultural importance into brands and everyday business practices. Marc holds a degree from École Supérieure de Commerce de Paris. He currently resides in Atlanta with his wife and daughter and has two children in college.



**Ashley Zwick** is the Managing Director of the Nonprofit & Public Management (NPM) Center, a collaboration among the University of Michigan's School of Social Work, Gerald R. Ford School of Public Policy, and Stephen M. Ross School of Business. The mission of NPM is to equip future leaders in the private, public and nonprofit sectors with interdisciplinary insight that can help them operate more effectively when working for or collaborating with nonprofit and public institutions. Ashley also teaches a course at the Ross School on Social Entrepreneurship. She came to U-M in 2006 after working for LaSalle Bank where she was Vice President for Civic and Community Development coordinating the bank's community development activities in Michigan and working with a broad array of nonprofit and for-profit organizations. She has over 10 years experience in nonprofit program management for a large national nonprofit organization and budget analysis for the City of New York's Office of Management and Budget. Ashley holds a Master's in Public Administration from the Robert F. Wagner School of Public Service at New York University.



# New Business Models to Address Complex Environmental Issues

11:15-12:30pm ~ Hussey



The industrial mass flow cycle is estimated to result in 99.8% pure waste. As energy and material inputs become scarcer and more expensive, companies will be forced to change their business models to reuse industrial waste products as material inputs for new products. This panel will explore three businesses that are using this new type of business model. We will give an overview of the businesses and then explore the challenges to implementing this new business model including economics, managing material supplies, and overcoming barriers to adoption by both consumers and suppliers.

Moderator: **Rick Bunch**, Managing Director, Erb Institute for Global Sustainable Enterprise, University of Michigan



**Tom Szaky** is co-founder and Chief Executive Officer of TerraCycle, Inc., producer of the world's first products made from and packaged in waste. TerraCycle has been named the producer of most eco-friendly brands in America, has received the Home Depot Environmental stewardship award twice, been featured in Wal-Mart's sustainability report and been repeatedly named the Ultimate eco-friendly brand. Born in Budapest, Hungary in 1982, Mr. Szaky emigrated from Hungary to Holland. In 1989 he and his family emigrated again from Holland to Canada. At 14 he started his first business, a web design company called Flyte Design. While in high school, Mr. Szaky cycled solo from Toronto to Vancouver to raise funds for the environmental organization Ontario Naturalists, setting a national speed record of 21 days for such a bike ride. Mr. Szaky came to the United States in 2001 to attend Princeton University. In 2002, Mr. Szaky took a leave of absence to dedicate himself full-time to starting TerraCycle, beginning as a 2 man outfit in the crowded basement of an old office building. Today TerraCycle is the leader in upcycling, with sponsored waste partnerships with America's biggest brands, ranging from Capri Sun to Oreo to Stonyfield Yogurt, and is distributed in America's biggest retailers ranging from Wal-Mart to Target to Home Depot. TerraCycle has been featured in virtually every major media outlet from "60 Minutes" to the Wall Street Journal (5 times). TerraCycle is on its way to help eliminate the idea of waste on a grand scale all while sustaining sales growth of over 100% per year for the past five years!



# New Business Models to Address Complex Environmental Issues 11:15-12:30pm ~ Hussey



**Charles Newman** is the founder, Chief Executive Officer and President of ReCellular Inc. Mr. Newman has been instrumental in the development in the secondary user market for used wireless andsets. ReCellular is the largest company in this market and currently processes over 250,000 phones per month. Mr. Newman has been an entrepreneur since starting his first company while an undergraduate at the University of Michigan in 1961. Among the companies he founded were Astrotype, the developers of the first computerized word processor, CompuMart, the first retail

computer store in Michigan, Rent-A-Byte, the first computer rental store in the United States and numerous others. Along with his wife Sharon, he also founded the Jewish Community Center of Ann Arbor and the University of Michigan Synchronized Skating Program Booster Club. In addition, he is a principal of the Newman Computer Group. He was a founder and member of the board of directors of the Bank of Ann Arbor and a member of the Board of Directors of Gelman Science. Mr. Newman is the past Chairman of the Board of Directors of Hillel, the Foundation for Jewish Campus Life, an organization present on over 500 campuses worldwide. His past responsibilities also include being the President of the Michigan Jewish Conference and a member of the Executive Committee of the University of Michigan Alumni Association. Mr. Newman received his Bachelor of Science in 1963, and Masters of Science in 1964, both from the University of Michigan. Mr. Newman's current volunteer positions include being Vice Chairman for International Affairs of the Board of Directors of Hillel, the Foundation for Jewish Campus Life, EMU Hillel, and a member of the Board of Directors of the Michigan Jewish Conference, the International Myeloma Foundation, the NephCure Foundation, and the Wireless Foundation.



**Melissa Vernon** is the Director of Sustainable Strategy for InterfaceFLOR. She supports sales efforts as a Sustainability Expert and researches trends and opportunities in the green product market. She oversees the company's image, messaging and presence at key environmental conferences. As a member of the Construction Specifications Institute's GreenFormat Team, Melissa is developing a common reporting format and database for collecting and evaluating sustainable product information in. Melissa is a LEED Accredited Professional. She has an MBA and an MS in Environmental Policy from the University of Michigan.



# Innovative Business Models in Developing Countries: Engines of Poverty Alleviation

1:45-3pm ~ Hussey



The goal of this panel is to bring together both “top down” corporate and “bottom up” grass roots socially-oriented Base of the Pyramid approaches to product and business model innovations in developing countries. We will explore how each of these business models constitutes an “innovation,” how they engage consumers at the base of the pyramid, and how they can lead to increased wealth, poverty reduction, and improved standards of living for the poor.

Moderator: **Ted London**, Senior Research Fellow at William Davidson Institute and Director of the Base of the Pyramid Initiative



**John Ko** is the Executive Vice President at MBAs Without Borders, an international charity that empowers social entrepreneurs in developing countries by sending talented MBAs to provide poverty alleviating business solutions. John has worked extensively in international development including most recently at World Vision, where he was the National Manager. He was responsible for overseeing marketing and advocacy programs, including youth engagement, volunteer management, and corporate partnerships. John also holds a Computer Engineering degree from University of Waterloo, Canada and he has spent over 8 years in high-tech sectors ranging from wireless telecommunication to enterprise software. Throughout his career, John has worked in various countries including Tanzania, Pakistan, and Kyrgyzstan.



**Rex Widmer** is a passionate advocate for pro-poor business innovation at GE Healthcare. Currently the finance manager for the radiology ultrasound business at GE, Rex also leads a cross-functional global team of volunteers researching the use of ultrasound in remote rural areas. Their current focus is on maternal care and the use of portable ultrasound by medical paraprofessionals for obstetric screening. Originally from Guyana South America, Rex joined GE in 2000 after graduating from Beloit College with a BA in Economics & Management.



# Innovative Business Models in Developing Countries: Engines of Poverty Alleviation

1:45-3pm ~ Hussey



**Richenda Van Leeuwen's** work with Good Energies, a global private equity investor in the renewable energy space, focuses on the nexus between renewable energy investing and poverty alleviation. She heads the Developing World investment cluster which focuses on commercial investments with a strong social component, and also serves as a founding trustee on the board of the Good Energies Foundation which focuses on the application of renewable energy for poverty alleviation, and poverty prevention through climate change mitigation. Immediately prior to joining Good Energies, Richenda Van Leeuwen worked as Senior Advisor restructuring the Argidius Foundation, a COFRA foundation supporting international development and sustainable employment creation in West Africa, Central America and Eastern Europe. As Executive Director of the Trickle Up Program in New York from 2001-2005, she oversaw the strategic turnaround and restructuring of this 25-year old international micro enterprise development organization which then operated in some 30 countries. She gained both her undergraduate and MBA degrees from the University of Durham, UK.



# Ross Net Impact Presents: **Forum 2009: Next Practices To Address Future Challenges**



## **Track 3: Community Development and Policy**

### **Speaker Biographies**



# Integrating Demand Side Management with the Energy Goals of the Obama Administration

11:15-12:30pm ~ Vandenberg



Throughout his presidential campaign, Barack Obama stressed the importance of energy independence and a reduction of fossil fuel use. Many of his proposed strategies are forward thinking and will take many years to implement. But what can we accomplish in the next year or two? This panel addresses the role that demand-side management programs and advanced metering technology could play in quickly reducing a sizeable amount of electricity usage. Specifically, this panel will discuss how and if those programs and technology can improve habits in electricity use to reduce overall electricity consumption.

Moderator: **Meredith Fowlie**, Assistant Professor of Public Policy, Gerald R. Ford School of Public Policy, University of Michigan



**Tim Duff** has been with Duke Energy over seven years, including his time with Cinergy prior to the Duke Energy and Cinergy Merger in 2006. He is currently the Managing Director, Federal Regulatory Policy and is responsible for developing, and advocating Duke's policy positions with the Federal Energy Regulatory Commission. Additionally, Tim is responsible for working with Duke Energy's five utility

operating companies to develop a plan to eliminate or minimize the through-put Incentive. Tim is also the Associate Director of Duke Energy's Commercial Associate Program which is the company's rotational leadership development program for MBAs. Prior to coming to Cinergy, he spent five years with Ford Motor Company working in a variety of roles within the company's financial organization, from his initial role as an Operations Financial Analyst at the Milan Plant, to his final role as the Budget Rent-A-Car Account Controller. Tim has two bachelor degrees from Michigan State University, one in Business Administration and the other in Political Economics. He also has a MBA from the University of Michigan.



**Dr. David Kathan** is the Manager for Outreach, communication and Coordination within the Policy Division of the Office of Energy Market Regulation at the Federal Energy Regulatory Commission. Dr. Kathan joined the Commission in 2003 after over 20 years in energy consulting. At FERC, Dr.

Kathan works on market design issues, including demand response, scarcity pricing, and resource adequacy. Dr. Kathan is the project lead for the Commission's annual demand response report required by the Energy Policy Act of 2005, and is also leading the National Action Plan on Demand Response. Prior to joining FERC, Dr. Kathan was a Principal at ICF Consulting, where he consulted on economic, environmental and quantitative issues related to the electric power industry, with a focus on demand response and electric system modeling. Dr. Kathan received his B.A. from Grinnell College in Economics, and his Ph.D. in Public Policy and Management from the Wharton School at the University of Pennsylvania.



# Integrating Demand Side Management with the Energy Goals of the Obama Administration

11:15-12:30pm ~ Vandenberg



**Mike McNalley** leads Detroit Edison's Primary Energy Services, Energy Partnership and Community Lighting groups. He also leads energy efficiency efforts for both Detroit Edison and MichCon. McNalley joined DTE in January 1999 as vice president, chief financial officer and controller of DTE Energy Technologies. In

2001, he was promoted to senior vice president, chief financial officer and chief operating officer. In 2004, he was promoted to president. Beginning in 2005, McNalley led investor relations and the technology investment group. During his tenure at DTE, McNalley filled interim roles as SBU Controller for DTE Energy Distribution and as Controller for DTE Energy. He also has served on the Disclosure Committee, Diversity Leadership Council, Operating Council and HR Subcommittee of the Operating Council. Prior to joining the company, McNalley was chief financial officer and corporate secretary for Corillian, a developer of Internet banking software. Before that, he held executive positions in high technology, manufacturing and distribution businesses. He has been active with start-up and emerging companies. McNalley earned a bachelor's degree in economics from Reed College and an MBA from the Amos Tuck School at Dartmouth College. He is currently serving on the board of directors of Automation Alley, has served on several boards of directors, and is a founding member of the Reed Entrepreneurs Network.



**Robert Robinson** supports Booz & Company's global energy, utilities, and chemicals businesses. He serves both regulated and unregulated power and natural gas sectors, and leads the firm's services in the distribution segment. Among Mr. Robinson's key initiatives in are the focus on future network platforms, energy management capabilities, commercialization of demand into wholesale markets, and leveraging

SmartGrid technologies to transform the operations and underlying infrastructure of electric delivery. His strategy work has involved enterprise and business segment strategies targeting growth and turnaround situations. For 14 years, he supported industry clients through municipalization, unbundling, deregulation, stranded asset workout, non-regulated portfolio development, consolidation, diversification, wholesale market development, retrenchment, and sector alignment. Mr. Robinson has also led large-scale enterprise transformations, including utility merger integrations ranging from one to two years in duration and involving full assessment, planning and design of organizations, processes, systems, and people platforms to realize step-change performance and market positioning. Mr. Robinson also has experience in operations improvement and performance management, across the asset management, engineering and construction, supply chain, work management, and field management aspects of the distribution business. Mr. Robinson holds an MBA from the University of Michigan and a B.S. degree in mechanical engineering from Duke University.



# For Profit, Not for Profit, or Both: Organizational Models to Achieve Social Missions 1:45-3pm ~ Vandenberg



Increasingly, the lines are blurring between for-profit and non-profit organizations. For-profit companies are assuming social missions and non-profit organizations are operating as social enterprises. In this panel we will discuss: the blurring lines between for-profit and non-profit organizations, the advantages and disadvantages of being for-profit vs. non-profit when working to achieve a social mission, how for-profit vs. non-profit status can affect an organization's ability to achieve its mission, and B corporations.

Moderator: **Ashley Zwick**, Managing Director,  
Nonprofit and Public Management Center, University of  
Michigan



**Bena Burda** began her career in the organic food industry in 1978, leaving the University of Michigan after learning about sustainable agriculture. After working in the natural foods industry for 14 years, Burda started Maggie's Organics in 1992 with a mission to convert as many acres of cotton from conventional to organic production. It has been with the success of Maggie's Organics that Burda has become a leader in pushing

organic products beyond the world of food. Burda is passionate not only about saving acres but also about making a difference in the lives of people. In 1999, she added social responsibility to Maggie's environmental mission and helped form a 100% worker-owned sewing cooperative in an economically ravaged area of Nicaragua that manufactures Maggie's Organics products. In 2004, Burda was voted one of the "25 people who most influenced the Organics Industry."



**Neel Hajra** is a Lecturer at the Ford School. He is the President/CEO of NEW (Nonprofit Enterprise at Work, Inc.), a nonprofit management support organization located in Ann Arbor, Michigan. Neel has delivered a wide range of workshops to nonprofits on issues of startup, operations, management, and technology. He sits on the Steering

Committee of the Nonprofit Centers Network, a national community of nonprofits dedicated to supporting the creation and operation of quality nonprofit office and program space. Prior to joining NEW, Neel served as an attorney in Ford Motor Company's Global Business Operations group. At the Ford School, he teaches about management and policy in the nonprofit sector. Neel received a B.S. in physics and J.D. from the University of Michigan.



# For Profit, Not for Profit, or Both: Organizational Models to Achieve Social Missions

1:45-3pm ~ Vandenberg



**Chris Pearson** is an Executive Director for the Susan G. Komen Race for the Cure. He founded the 5K Lansing affiliate six years ago. Photo and biography are unavailable.



**Dana Linnane**, the William C. Richardson Fellow in Public Policy & Philanthropy, is responsible for staffing the Council of Michigan Foundations (CMF) Public Policy Committee and the CMF affinity groups; and designing public policy briefings and forums, sessions at the Annual Conference, educational workshops and other programs. She also worked with Nonprofit Enterprise at Work (NEW) as a development associate (2007-2008)

as well as at the School of Art & Design, University of Michigan as an assistant director of development (2002-2007). While pursuing an M.P.P. at the University of Michigan, Dana worked as a graduate student instructor for a nonprofit and public management course and was active with the Domestic Corps program, Nonprofit and Public Management Center, Student Policy Coalition on Culture, Arts Enterprise, and the Detroit Nonprofits: Sphinx Organization and Inside/Out Literacy Program. Dana holds a B.F.A and B.A. from the University of Michigan School of Art & Design and College of Literature, Science, and the Arts (2001) and an M.P.P. from the University of Michigan Ford School of Public Policy (2008).



# Social Enterprise Financing: From Start-Up Funding to Self-Sufficiency

3:15-4:30pm ~ Michigan



This roundtable discussion will explore sustainable financing strategies for social enterprises. Topics to be discussed include securing start-up funding (such as what type of funding is available and the criteria lending institutions use to evaluate organizations); achieving financial self-sufficiency (including how revenue can be generated while addressing social problems, the legal business structures social enterprises can adopt, and the impact of income generation on non-profits' 501(c)3 status); and aligning revenue-generating activities with organizational mission.

Moderators: **Kelly McKenzie**  
(MBA1/MSW), **Teerna Choudhury**  
(MBA1), University of Michigan

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**Marc Mathieu**, the former head of Global Brand Marketing at Coca-Cola, is leading the development of a new enterprise at the intersection of human and business interest. Seeing the growing urgency for scale within the socio-environmental movement, Marc decided to apply his vision, expertise and relationships to the creation of

a branded social elevation platform directed at accelerating behavioral change around social and environmental challenges. Marc was with the Coca-Cola Company from 1996 to 2008, most recently in Coca-Cola's World Headquarters as Senior Vice President of Global Brand Marketing. Acknowledging the intersection between human and business needs, Marc showed businesses across Coca-Cola how to incorporate social and cultural importance into brands and everyday business practices. Marc holds a degree from École Supérieure de Commerce de Paris. He currently resides in Atlanta with his wife and daughter and has two children in college.

**Elizabeth Sullivan** is the Vice President of Community Investment for the Community Foundation for Southeast Michigan. Sullivan oversees the program and grantmaking activities of the Community Foundation. Formerly a senior vice president for capital programs at The Kresge Foundation in Troy, Mich., she brings to the Community Foundation a deep knowledge and commitment to southeastern Michigan. Sullivan has held numerous volunteer positions and currently chairs the Board of Directors of the Nonprofit Finance Fund in New York City and the Board of Directors of the University Liggett School in Grosse Pointe Woods, Mich. She holds a Masters of Public Administration and Bachelor of Arts, both from Michigan State University.



# Ross Net Impact Presents: **Forum 2009: Next Practices To Address Future Challenges**



## **Track 4: Sustainability's Personal Impact**

### **Speaker Biographies**



# Earth Stewards: The Role of Religion in Environmental Protection

9:45-11am ~ Michigan



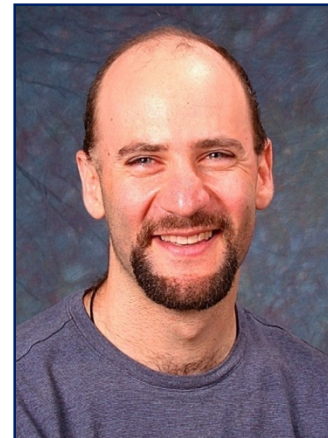
The global reach of religions provides an unparalleled opportunity for teaching the importance of sustainability and for exciting people into action. This panel will bring together representatives from Christianity, Islam, and Judaism to discuss scriptural perspectives on sustainability and the appropriate modern engagement of faith-based individuals and organizations in the sustainability movement.

Moderator: **John Chamberlin**, Professor of Public Policy, Gerald R. Ford School of Public Policy, University of Michigan



**Dr. Rolf Bouma** directs the Center for and Scholarship. He received his Ph.D. Boston University in the field of Systematic Theology. In addition to thesis work on biotechnology and a theology of nature, he also has been extensively involved in

science and religion dialogue. In 2003, Rolf was appointed as Lecturer in environmental ethics as part of the University of Michigan's Program in the Environment. He also teaches theology at Calvin College in Grand Rapids, Michigan. Each January, he joins the staff of the Au Sable Institute to teach environmental ethics at ASI's Greak Lakes campus. Rolf also holds M.Div. and Th.M. degrees from Calvin Theological Seminary and has served congregations in Grand Rapids (Eastern Avenue CRC) and Boston (Hope CRC, Framingham, MA). He also obtained a J.D. degree from the University of Michigan Law School (1982).



**Rabbi Nathan Martin** was ordained from the Reconstructionist Rabbinical College in 2006 and serves as the Assistant Director of the University of Michigan Hillel. Before rabbinical school he

worked as an energy efficiency policy researcher at Lawrence Berkeley National Laboratory. For the last decade he has had a strong interest in integrating Judaism and sustainability while supporting Jewish communities. He recently completed the Greenfaith Fellows training, an environmental leadership training for clergy, and is eager to explore new possibilities for religious environmental collaboration.



# Earth Stewards: The Role of Religion in Environmental Protection

9:45-11am ~ Michigan



**Achmat Salie** is an imam, the equivalent of a pastor, priest, padre, or rabbi. He is a qualified Islamic jurist, high school teacher, and obtained his doctorate in business administration. Imam Salie migrated from Cape Town, South Africa 10 years ago with his wife, two sons and two daughters. His

boys are 16 and 17; his girls are 10 and 12. The baby of the family is the pet cat, Mittens. Imam Salie speaks Afrikaans Dutch, Classical Arabic, and understands Flemish. He serves communities in southeast Michigan. Imam Salie founded and directs the Islamic studies program at Oakland University. Most of his classes are online. Classes meet AP and many other requirements. He is organizing the First Annual International Conference on Religion Peace and Conflict to be held at OU March 13-15, 2009. 40 presenters and at least 30 international guests will be present. Imam Salie is a peace activist, environment champion, interfaith advocate, and consultant for Islam. He will speak at Oxford in London in July. He travels widely and serves on many advisory boards and conference planning committees.



# From Farm to Belly: Lifecycle of an MBA's Lunch

11:15-12:30pm ~ Michigan



Ever wonder where the tomato on your burger came from? Who grew it, and how did it end up in the Ross cafeteria? Come learn more about our new food service contractor, ARAMARK, and their Farm-to-Table program. This interactive workshop will delve into the pressures of sourcing and procurement, culinary development, and energy management. Together we will investigate how sustainable food purchasing decisions impact ARAMARK's bottom line — and your lunch.

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**Chris Stemen** is Senior Director of Sustainability and Environmental Stewardship for Aramark. Photo and biography are unavailable.

**Rita Gordish** is Marketing Program Manager for Aramark. Photo and biography are unavailable.



# Transportation in a Carbon-Constrained World

1:45-3pm ~ Kalamazoo



Responsible for 30% of global carbon emissions, the transportation sector plays a critical role in a sustainable future. This session will explore emerging strategies for carbon mitigation in new market generation, electric vehicles, public transit, and federal financing. From plug-in hybrid vehicles to "new mobility" in South Africa and India, the panel brings together national leaders in transportation technology, the private sector, public policy, and consumer markets.

Moderator: **Tom Gladwin**, Max McGraw  
Professor of Sustainable Enterprise, Director of  
Erb Institute for Global Sustainable Enterprise,  
University of Michigan



**Susan Zielinski** recently joined CARSS as Managing Director of the SMART project. Just before joining SMART / CARSS she spent a year as a Harvard Loeb Fellow focusing on New Mobility innovation and leadership. Susan brings twenty years of experience catalyzing innovative, collaborative partnerships for sustainable transportation and healthy cities. Prior to 2004, Susan co-founded and directed Moving the Economy, a Canada-wide "link tank" that works to catalyze and support multi-sectoral New Mobility (sustainable transportation) industry development. As a transportation planner at the City of Toronto, she worked for over 15 years establishing and leading transportation, green economic development, and air quality policies and initiatives with a primary focus on New Mobility. Among these initiatives are: the City of Toronto Anti-Smog Strategy, the Green Tourism Association, the City of Toronto Bicycle Commuter Program and the Community Bicycle Network, Detour Publications, the Integrated Mobility Systems (IMS) Consortium, the New Mobility Hubs project, and the Urban Goods Movement Initiative. Susan has advised on a range of local and international initiatives, including the National Advisory Committee on Energy Efficiency, Transport Canada's Sustainable Development Advisory Committee, the OECD's Environmentally Sustainable Transport (EST) Project, the jury of the Stockholm Partnerships for Sustainable Cities, the Gridlock Panel of the Ontario Smart Growth Initiative, the Centre for Sustainable Transportation, the European Conference of Transport Ministers (ECMT), and the Kyoto Cities Initiative International Advisory Panel. After receiving her undergraduate degree at the University of Toronto and a Graduate Fellowship to study for a year in France, she received a Masters in Environmental Studies (MES) from York University. She is a Registered Professional Planner (RPP) and member of the Canadian Institute of Planners (CIP).



# Transportation in a Carbon-Constrained World

1:45-3pm ~ Kalamazoo



**David Berdish** is the Manager of Sustainable Business Development at Ford Motor Company. He has been at Ford since 1983 and has worked in Production, Program Management, Finance, and Organizational Learning. He received a

BA (Labor Economics, American Poetry) from the University of Michigan and a MS (Labor Relations, Operations Research) from Virginia Commonwealth University. David is the program manager of the Ford Urban Mobility Network-- the design of integrated urban mobility solutions in large cities around the world. He was also the lead designer of and is responsible for the Ford Human Rights Code of Working Conditions, including compliance, identification of emerging issues and stakeholder engagement. David is a member of the Sustainable Mobility Accessibility Transformation Research (SMART) and the Erb Advisory Board at the University of Michigan as well as the University of Illinois at Chicago Institute for Environmental Science and Policy. His work has been featured in several publications including "Learning for Operational Excellence: A Manager's Story" and "Learning and Leading in the Badlands".



**Amy Scarton** is majority staff counsel to the Subcommittee on Highways and Transit of the Committee on Transportation and Infrastructure in the U.S. House of Representatives. As Counsel, Amy handles transit law and policy for Chairman James L. Oberstar, and her work for the Committee during the

111<sup>th</sup> Congress will focus on increasing transit ridership and investment levels, increasing energy independence and economic development, and reforming the current Federal transit program. Prior to her work with the Transportation Committee, Ms. Scarton served as the Chief of Staff to Commissioner Frank Mulvey at the Surface Transportation Board where she specialized in railroad regulation for over two and a half years. During the 108<sup>th</sup> Congress, Amy worked for Congressman Earl Blumenauer as his Senior Legislative Assistant where her work covered all transportation modes. Ms. Scarton holds a Bachelor of Arts degree and a Juris Doctorate from Duke University, and makes her home in the Petworth neighborhood of Washington, DC.



# Carbon: What Does it Mean for Your Career?

3:15-4:30pm ~ Hussey



Carbon has changed the face of business today, but what does that mean to you and your career? How does a price on carbon affect the industry of your choice, be it in consumer goods, IT, finance, operations or marketing? This panel will bring together functional experts from diverse industries to articulate why carbon is a game changer and why any student looking to enter the work force in the next few years should care about carbon.

Moderator: **Rick Bunch**, Managing Director, Erb Institute for Global Sustainable Enterprise, University of Michigan



**Shannon Bouton** is a consultant with McKinsey and Company's Climate Change Special Initiative. She has served clients across a number of industries on issues ranging from the business impacts of climate change legislation, to the opportunities for energy efficiency capture, to the optimal design of emissions trading schemes. Most recently she has served as manager of the firm's energy efficiency service line and has spent the last two years as a climate change fellow within McKinsey. Shannon has a PhD from the School for Natural Resources at the University of Michigan, a MS from the University of Florida, and a BS from Tufts University.



**Kirsten Thorne** is a Public Policy Advisor for Chevron, one of the largest integrated energy companies in the world. Located in Washington DC, Kirsten works with external policy stakeholders, including think tanks, NGOs and academic institutions, to manage long-term environmental and energy policy trends as they relate to Chevron's global operations. Her focus areas include water, biodiversity and climate change. Kirsten has a BA in art from Whittier and a JD with an emphasis in environmental and land use law from Chapman University School of Law. She lives with her husband and two daughters in Fairfax County, Virginia.



# Carbon: What Does it Mean for Your Career?

3:15-4:30pm ~ Hussey



**Eron Bloomgarden** is President of Environmental Markets. A pioneer in the development of carbon markets, Eron has extensive experience in the areas of carbon finance and emissions reduction project development. Eron serves as Equator's President of Environmental Markets with responsibility for carbon and environmental assets throughout the organization. Prior to joining Equator, Eron was US Country Director for EcoSecurities, where he spearheaded the firm's entry into the North American carbon market and managed all aspects of the firm's United States operations including origination, strategic planning, project development, and policy. Eron has advised governments, multilateral institutions, and international corporations on many aspects of the emerging market and worked on several carbon market "firsts" including the first Clean Development Mechanism (CDM) project in the world to receive carbon credits and the first unilateral CDM project. Eron currently serves on the Board of Directors of the Environmental Markets Association (EMA), and previously served as a Liaison Delegate to the World Business Council for Sustainable Development. He holds a M.A. from Columbia University's School of International and Public Affairs (SIPA), and a B.A. from Pomona College.



# Ross Net Impact Presents: **Forum 2009: Next Practices To Address Future Challenges**



## **Moderator Biographies**

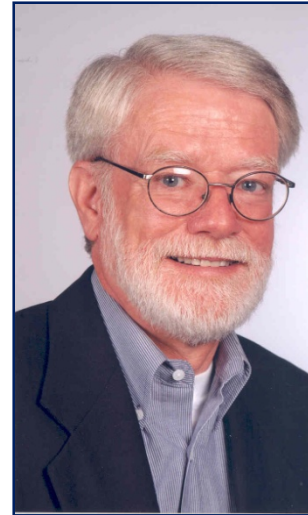


# Moderator Biographies



**Rick Bunch** Managing Director of the Erb Institute for Global Sustainable Enterprise at the University of Michigan, is a leading expert on development of business education and research programs around issues of sustainability and corporate social responsibility. Through May, 2008, at the Business and Society Program at The Aspen Institute, Bunch launched a new program for education and research on business- and-society topics in Chinese business schools. From 2003 to 2005, Bunch

was executive director of the Bainbridge Graduate Institute, near Seattle, Washington. Founded in 2002, BGI's mission is to be the leading values-driven business and management school that prepares individuals to transform the world of work and to help create sustainable, socially just economies and healthy environments. From 1996 to 2003, Bunch served as director of business education at the World Resources Institute (WRI). He produced training conferences for business school faculty and program staff in North and Latin America and China. He also oversaw the development and publication of business-school curriculum, and developed and co-authored the Beyond Grey Pinstripes MBA program rankings. Prior to joining WRI, he was executive director of the Washington Public Interest Research Group (WashPIRG), a grassroots environmental and consumer protection research and advocacy organization based in Seattle. Bunch holds an MBA and environmental management certificate from the University of Washington and a bachelor's degree in political science from Yale University.



**John R. Chamberlin** is Director of UM's Center for Ethics in Public Life, Professor of Public Policy at the Gerald R. Ford School of Public Policy and Professor of Political Science in LS&A. He has been a

member of the faculty of the University of Michigan since 1970. His research interests include ethics and public policy, legislative redistricting, and methods of election and representation. He regularly teaches a course on Values, Ethics and Public Policy at the Ford School. He is currently the director of the Ford School's undergraduate program. He has a B.S. in Industrial Engineering from Lehigh University and a Ph.D. in Decision Sciences from the Graduate School of Business at Stanford University.



# Moderator Biographies



**Meredith Fowlie** is Assistant Professor of Public Policy and Assistant Professor of Economics. Her general research interests lie in environmental economics and empirical industrial organization. Her current work focuses on market-based environmental regulation, electricity markets, technology adoption, and the economics of climate change mitigation. At the Ford School, Meredith teaches courses in microeconomics and regulation. She received undergraduate and masters degrees from Cornell University and her Ph.D. in Environmental and Resource Economics from the University of California, Berkeley.



**Thomas N. Gladwin** is the Max McGraw Professor of Sustainable Enterprise and Associate Director of the Erb Institute for Global Sustainable Enterprise, jointly in the Stephen M. Ross School of Business and School of Natural Resources and Environment at The University of Michigan. He co-directs the University's "Sustainable Mobility and Accessibility Research and Transformation" [SMART] project and teaches courses on systems thinking and global change. His current research focuses on the interaction of "global megaforces" shaping an extraordinarily complex, nonlinear and uncertain future requiring a massive increase in adaptive capacities. Tom has received three dozen research and teaching awards in relation to sustainable business and serves on a variety of corporate sustainability councils and boards of directors. He serves as a Core Faculty Member in the HRH The Prince of Wales's Business and the Environment Programme. Tom received the "Faculty Pioneer Award for Lifetime Achievement" from the World Resources Institute and the Aspen Institute in 2003.



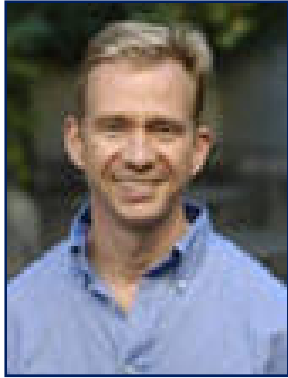
# Moderator Biographies



**Ted London** is a leading expert on the role and impact of market-based strategies on poverty alleviation. He is a Senior Research Fellow at the William Davidson Institute (WDI) and on the faculty at the University of Michigan's Ross School of Business. At WDI, he directs the Base of the Pyramid (BoP) Initiative, a program that champions innovative ways of thinking about more inclusive forms of capitalism. Professor London's research centers on designing enterprise strategies and poverty alleviation approaches for low-income markets, assessing poverty reduction outcomes of business ventures, and developing capabilities for cross-sector collaborations. He has published more than 25 articles, reports, book chapters, and teaching cases that focus on creating new knowledge with important actionable implications. Professor London lectures in the areas of strategic management, international business and poverty alleviation, and cross-sector partnerships. He has also served as a management advisor or educator for a variety of organizations including Acumen Fund, AED, Altria, CARE, CEMEX, Coca-Cola, Department for International Development (DFID), Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), DuPont, General Electric, Hewlett-Packard, Inter-American Development Bank (IBD), International Finance Corporation (IFC), Microsoft, Pfizer, Technoserve, Unilever, United Nations Development Programme (UNDP), U.S. Agency for International Development (USAID), U.S.-Asia Environmental Partnership, VisionSpring, Wachovia, and the X-Prize. Prior to coming to the University of Michigan, Professor London was on the faculty at the University of North Carolina, where he also received his Ph.D. Before that, Professor London worked for more than a decade in senior management positions in the private, non-profit, and development sectors in Asia, Africa, and the U.S. Much of this work targeted the intersection of business strategy and poverty alleviation. In addition to his Ph.D., he has an MBA from the Peter Drucker School of Management at Claremont Graduate University and a Bachelor's degree in mechanical engineering from Lehigh University.



# Moderator Biographies



Professor **Thomas Lyon's** current research deals with the interplay between corporate strategy and public policy, including corporate environmentalism, electric utility investment practices, natural gas contracting, innovation in the health care sector, and the introduction of competition in regulated industries. His book *Corporate Environmentalism and Public Policy* was published by Cambridge University Press in November 2004. Professor Lyon serves on the editorial board of the *Journal of Regulatory Economics*, and his research has been published in such journals as the *RAND Journal of Economics*, the *Journal of Law and Economics*, the *Journal of Public Economics*, the *Journal of Economics and Management Strategy*, and the *Journal of Law, Economics and Organization*.



**Ashley Zwick** is the Managing Director of the Nonprofit & Public Management (NPM) Center, a collaboration among the University of Michigan's School of Social Work, Gerald R. Ford School of Public Policy, and Stephen M. Ross School of Business. The mission of NPM is to equip future leaders in the private, public and nonprofit sectors with interdisciplinary insight that can help them operate more effectively when working for or collaborating with nonprofit and public institutions. Ashley also teaches a course at the Ross School on Social Entrepreneurship. She came to U-M in 2006 after working for LaSalle Bank where she was Vice President for Civic and Community Development coordinating the bank's community development activities in Michigan and working with a broad array of nonprofit and for-profit organizations. She has over 10 years experience in nonprofit program management for a large national nonprofit organization and budget analysis for the City of New York's Office of Management and Budget. Ashley holds a Master's in Public Administration from the Robert F. Wagner School of Public Service at New York University.



# Corporate Presenter Biographies



**Robert Whittier** is a Manager in Deloitte's Consulting Enterprise Sustainability group focused on their client services in corporate responsibility & sustainability, alternative energy and clean tech and LEED/green building. His recent client experiences include working with a Fortune 500 financial services firm to develop a comprehensive sustainability strategy, and working with the world's largest aerospace company on an entry strategy in the alternative energy and demand-side management markets. He's currently working with some of the world leading social-impact organizations at developing a set of metrics and a taxonomy and ratings system to measure the effectiveness of social-impact investing. Before joining Deloitte, Rob was a Director with General Electric's ecomagination initiative, where he led cross-functional teams through the development of several new products as well as building bundled product and service offerings in the residential and commercial building sectors. Prior to that, he was a Manager with GE Energy where he worked on a variety of projects in alternative energy including solar, nuclear and wind, where he helped develop the marketing analysis and strategy for GE's next generation of technologies. His experience in the "green" space extends beyond sustainability and carbon-free power generation into emerging technologies for resource conservation, energy efficiency and CR&S reporting and assurance. Robert completed his MBA at The Stephen M. Ross School of Business at The University of Michigan with a focus on strategy and sustainability. He is also Six-Sigma Black Belt Certified, Lean Yellow Belt Certified, and he is a LEED accredited professional with the USGBC.



**John Ko** is the Executive Vice President at MBAs Without Borders, an international charity that empowers social entrepreneurs in developing countries by sending talented MBAs to provide poverty alleviating business solutions. John has worked extensively in international development including most recently at World Vision, where he was the National Manager. He was responsible for overseeing marketing and advocacy programs, including youth engagement, volunteer management, and corporate partnerships. John also holds a Computer Engineering degree from University of Waterloo, Canada and he has spent over 8 years in high-tech sectors ranging from wireless telecommunication to enterprise software. Throughout his career, John has worked in various countries including Tanzania, Pakistan, and Kyrgyzstan.



# Corporate Presenter Biographies



**Dr. David Kathan** is the Manager for Outreach, communication and Coordination within the Policy Division of the Office of Energy Market Regulation at the Federal Energy Regulatory Commission. Dr. Kathan joined the Commission in 2003 after over 20 years in energy consulting. At FERC, Dr.

Kathan works on market design issues, including demand response, scarcity pricing, and resource adequacy. Dr. Kathan is the project lead for the Commission's annual demand response report required by the Energy Policy Act of 2005, and is also leading the National Action Plan on Demand Response. Prior to joining FERC, Dr. Kathan was a Principal at ICF Consulting, where he consulted on economic, environmental and quantitative issues related to the electric power industry, with a focus on demand response and electric system modeling. Dr. Kathan received his B.A. from Grinnell College in Economics, and his Ph.D. in Public Policy and Management from the Wharton School at the University of Pennsylvania.



**Melissa Vernon** is the Director of Sustainable Strategy for InterfaceFLOR. She supports sales efforts as a Sustainability Expert and researches trends and opportunities in the green product market. She oversees the company's image, messaging and presence at key environmental conferences. As a member of the Construction Specifications Institute's GreenFormat Team, Melissa is developing a common reporting format and database for collecting and evaluating sustainable product information in. Melissa is a LEED Accredited Professional. She has an MBA and an MS in Environmental Policy from the University of Michigan.



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