

SUSTAINABILITY SUMMIT

GOOD FOR THE PLANET. GOOD FOR PEOPLE. GOOD FOR BUSINESS.

DETAILS

MAY 10-11. 2018

Thursday, May 10

Noon-5:00pm

Friday, May 11

8:00am-4:00pm

Celebration Farm

4696 Robin Woods Lane NE

Iowa City, IA 52240

WELCOME

The Sustainability Summit is hosted by the University of Iowa's John Pappajohn Entrepreneurial Center (Iowa JPEC). The Summit will focus on providing the knowledge and tools to help individuals understand environmental and social issues that impact businesses and the challenges and opportunities these issues will present in the future.

We hope through the dialogue and engagement with speakers from companies, with responsible business practices in their DNA, that the faculty will be better informed to incorporate sustainability discussions into their classrooms. Our goal is to better prepare our students for their future careers and the lives they will live as responsible citizens.

Space is limited,
RSVP TODAY!

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IOWAJPEC.ORG/SUSTAINABILITY-SUMMIT



John
Pappajohn
Entrepreneurial
Center

THURSDAY | MAY 10, 2018

- 12:00 PM** Lunch & Introductions
David Hensley, *Clinical Professor and Executive Director, John Pappajohn Entrepreneurial Center*
- 12:45 PM** Welcome
Sara Maples, *Interim Director, University of Iowa, Office of Sustainability*
- 12:50 PM** Importance of Sustainability Education
Dean Sarah Gardial, *Tippie College of Business*
- 1:00 PM** Break
- 1:15 PM** Making Business Sense of Sustainability/Business Responsibility: A Changing World
Bill Blackburn, *CEO, William Blackburn Consulting*
- Sustainability and responsible business (care for planet, people and profit)?
 - What are the macro environmental and social issues facing the planet?
 - How are these issues affecting current and future business practices?
 - Why should business care (threats/opportunities)?
- 2:30 PM** Break, reflection, and activity
- 3:15 PM** Making Business Sense of Sustainability/Business Responsibility: Sustainability, Leadership, & Entrepreneurship
Bill Blackburn, *CEO, William Blackburn Consulting*
- Why should business care (threats/opportunities)?
 - What are the shared characteristics of responsible companies?
 - What are the characteristics of sustainability/responsible leadership?
 - Where is the opportunity for entrepreneurs?
- 4:30 PM** Closing Thoughts & Reception

FRIDAY | MAY 11, 2018

8:00 AM

Breakfast

8:15 AM

Innovation in a Changing World

Logan Duran, *Senior Manager of Environmental Responsibility, Patagonia*

Courtney Moline, *Sustainability Manager, Allsteel Inc.*

Tony Bedard, *CEO, Frontier Co-op*

Nicole Rakobitsch, *Sustainability Manager, Organic Valley*

Katie Wallace, *Assistant Director of Sustainability, New Belgium Brewery*

- Solving environmental/social problems through invention or innovation
- Product innovation
- Circular economy
- Supply chain management (social, environmental), compliance measurement
- Changing consumer expectations (types of consumers)
- Communicating sustainability

10:00 AM

Break

10:15 AM

Changing Financing Models

Tony Bedard, *CEO, Frontier Co-op*

Nicole Rakobitsch, *Sustainability Manager, Organic Valley*

Katie Wallace, *Assistant Director of Sustainability, New Belgium Brewery*

- Changing landscape of investment
- Alternative models (Co-Ops, ESOPs, etc)

12:00 PM

Lunch: B Corps Discussion

Logan Duran, *Senior Manager of Environmental Responsibility, Patagonia*

Katie Wallace, *Assistant Director of Sustainability, New Belgium Brewery*

Sheila Ongie, *Sustainability Manager, National Co+Op Grocers*

- B Corps as legal entities
- B Corps certifications

12:45 PM

Stakeholder Engagement

Tony Bedard, *CEO, Frontier Co-op*

Nicole Rakobitsch, *Sustainability Manager, Organic Valley*

Katie Wallace, *Assistant Director of Sustainability, New Belgium Brewery*

Logan Duran, *Senior Manager of Environmental Responsibility, Patagonia*

Sheila Ongie, *Sustainability Manager, National Co+Op Grocers*

Courtney Moline, *Sustainability Manager, Allsteel Inc.*

- Company cultures
- Engaging all stakeholders
- Collaborating with competitors

2:00 PM

Break

2:30 PM

Infusing Sustainability into the Classroom

Adam Hammes, *Sustainability Consultant, Speaker, & Author, EcoFluence*

Open discussion ideas from all

3:45 PM

Reflections & Close

SPEAKERS



Tony Bedard
CEO, Frontier Co-op

Tony leads Frontier Co-op's mission to nourish people and planet with a passion for doing good that is rooted in operational excellence and service work. He joined Frontier

Co-op as a Plant Manager in 1991, was promoted to Vice President of Operations, then served as interim Chief Executive Officer in 1999 and 2000 before being officially named Chief Executive Officer in 2002.

Tony has led more than 25 delegations to El Salvador and Haiti to support a number of projects providing education, water, medical services and business support to people and organizations in need of assistance.

Tony has a Bachelor of Technology from the University of Northern Iowa and a Masters from Kettering University.



Bill Blackburn
CEO, William Blackburn Consulting, Ltd.

William R. Blackburn is president of William Blackburn Consulting, Ltd., (WBC) focusing on global sustainability and environment, health and

safety management. The firm is a social enterprise, with all net revenues going to a nature preserve in the Loess Hills of Southwest Iowa. Bill has over forty years' experience in the fields covered by WBC. He was vice president and chief counsel, Corporate Environment, Health and Safety at Baxter International Inc., a \$10-billion global manufacturer of health-care products based near Chicago. There he was responsible for building the company's international EHS and sustainability programs that earned more than 300 external awards. Bill has degrees in engineering from Iowa State and law from Iowa. His highly acclaimed book, *The Sustainability Handbook—The Complete Management Guide to Achieving Social, Economic, and Environmental Responsibility*, is used by numerous business schools and other academic institutions.

Bill is an adjunct professor at Loyola Business School (Chicago) teaching global business sustainability and is on the advisory board for the DePaul Business School

sustainability program. He participated in working groups developing the Global Reporting Initiative and the ISO social responsibility guidelines. He was co-chair of the Climate Change, Sustainable Development and Ecosystems Committee of the American Bar Association.



Logan Duran
Senior Manager of Environmental Responsibility, Patagonia

Logan Duran is a sustainability management professional who started his career in corporate sustainability at Coach, a

women's and men's handbag, apparel, and accessories business in New York City. While at Coach, Logan developed Coach's first sustainability strategic plan, implemented its first restricted substance program, and created its first comprehensive sustainability report following the Global Reporting Initiative framework. He also advised the legal team on activist investor threats relative to sustainability progress at Coach.

At the end of 2014, Logan moved to southern California to join Patagonia, Inc., where he is Senior Manager, Environmental Responsibility, Metrics & Reporting, and manages the team with a company-wide focus on all supply chain and brand-related environmental impact programs at Patagonia's manufacturing partners, as well as, Patagonia's corporate offices, distribution facilities, and retail stores. Additionally, he is responsible for social and environmental metrics and reporting and Patagonia's Benefit Corporation commitments and B Corp program and assessment.

Originally from Chicago, IL, Logan has volunteered extensively with Habitat for Humanity, and did two years of service work in the Fijian Islands. He holds a master's degree in sustainability management from Columbia University in New York City. He also holds a joint BA in Environmental Studies and Geology from Middlebury College in Vermont.



Adam Hammes
President, Eco-Fluence

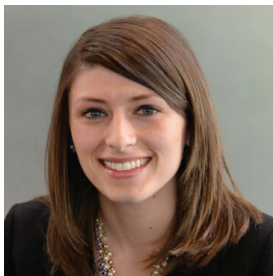
Adam Hammes is a sustainability consultant in Iowa who helps businesses tackle environmental and social performance. In 2010, he was the first corporate

manager of sustainability for Kum & Go. They became the only convenience store chain in the world certified

SPEAKERS

in the LEED Volume Program for green building (over 80 stores) and rolled out at-the-pump recycling for customers in multiple cities (over 100 stores). Adam received his Lean-Six Sigma Green Belt training and helped Kum & Go significantly reduce energy, waste, and water costs through tracking, retrofits, and continuous improvement programs.

Adam left Kum & Go in 2014 to consult and launch the Iowa Sustainable Business Forum (ISBF). Today, he is the Executive Director of ISBF, helping connect Iowa businesses to continuously improve practices that positively impact people, planet, and profits. He authored the book *Stress-Free Sustainability*, teaches an MBA course on CSR & Sustainability for the University of Iowa Tippie College of Business, and speaks at conferences to empower sustainable advocates.



Courtney Moline
Sustainability Manager,
Allsteel Inc

Courtney Moline, LEED AP ID+C, WELL AP, leads the Sustainability efforts at Allsteel. She is responsible for the

development and implementation of key sustainability efforts, including improving product contributions to green and healthy building standards and reducing products' life-cycle environmental impacts. She also builds member and client knowledge, advises on customers' LEED and WELL projects, manages Allsteel's internal LEED and WELL projects, and influences Allsteel's corporate sustainability goals.

Courtney has a degree in Engineering from the University of Illinois. She is a board member for the USGBC-Iowa chapter and a member of the sustainability committees for the Business and Institutional Furniture Manufacturers' Association (BIFMA).



Sheila Ongie
Sustainability Manager,
National Co+Op

Sheila Ongie is the Sustainability Manager for National Co+op Grocers. With a background in biology, business and entrepreneurship,

Sheila's work has converged around triple bottom line sustainability issues for the past fourteen years. This has included designing sustainability programs for cities

and companies, carbon footprint analysis, certification and measurement, sustainable disaster recovery, and more. At NCG, Sheila's main focus is Co+efficient, a sustainability program for NCG co-ops to measure, analyze, improve and share their impacts.



Nicole Rakobitsch
Sustainability Manager,
Organic Valley

Nicole Rakobitsch has been an integral part of the Sustainability Department at Organic Valley for more than 5 years. Currently she manages

the Co-op's on-farm sustainability efforts in addition to having a major role in its Business Energy Neutrality Initiatives. Nicole started her career doing soil and water conservation planning and design in Suffolk County New York for farmers and other landowners. She has a Bachelor of Science in Environmental Science from Lehigh University.



Katie Wallace
Assistant Director of
Sustainability, New Belgium
Brewery

Katie Wallace is the CSR Program Manager at 100% employee-owned New Belgium Brewing Co., where she has

been for 14 years. She spent her first few years helping to scale interdepartmental organizational systems and contributing to supply chain demand management. Now with 10+ years in the CSR department, Katie helps to lead Sustainability and B Corp efforts as they relate to supply chain, brand, community engagement, operations, and company culture. She sits on junior leadership teams at New Belgium, founded and co-chairs the Brewers Association's sustainability subcommittee, and co-founded the Glass Recycling Coalition. She holds undergraduate degrees in Finance and Economics from the University of Missouri and a Masters in Applied Positive Psychology from the University of Pennsylvania.

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