

Leadership and CSR

Conference on
 Corporate Social Responsibility
 SeaTac, WA
 March 6, 2014

This one-day conference will explore the interplay between an organization's leadership and their corporate citizenship, sustainability and social responsibility. Panel discussions, an inspiring keynote luncheon address and moderated roundtable sessions will leave participants inspired with practical ideas for taking their CSR initiatives to the next level.



Keynote Speaker

KoAnn Skrzyniarz
 CEO & Founder



Who should attend?

Business Leaders | CSR Visionaries
 Not-for-Profit Leaders | Academics
 Sustainability Professionals | Students
 Entrepreneurs | Corporate Foundations
 YOU

Session Moderators & Speakers



Dan Bross
 Senior Director
 Corporate Citizenship



Josh Chaitin
 Senior VP
 CSR & Sustainability



Scott Charlston
 PR, Philanthropy, &
 Employee Relations



Paula DelGuidice
 Executive Director



Jacqueline Drumheller
 Sustainability Manager



Jesse Garcia
 Senior Strategist
 Performance Environments



Kevin Hagen
 Advocate

SUSTAINABLE
 BUSINESS STRATEGY



Kirk Myers
 Corporate Social
 Responsibility Manager



Aseem Prakash
 Professor of
 Political Science



Hideki Suzuki
 Senior ESG Data Analyst



Vijay Talwar
 President & General
 Manager, International



Joe Whinney
 CEO & Founder



Kevin Wilhelm
 CEO & Founder



Peggy Willett
 Senior Director
 Communications &
 Citizenship



Presented by



Benefactor sponsor



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**Thursday,
 March 6, 2014**

**Hilton
 Seattle Airport
 SeaTac, WA**

253.692.4883

clsr@uw.edu

tacoma.uw.edu/clsr



Program, Registration, Fees

- **Individuals** **\$395, \$345 early bird**
 - **Nonprofits & academic faculty** **\$245, \$215 early bird**
 - **Students** **\$145, \$125 early bird**
- Early bird rates until January 31, 2014*

Three ways to register: submit form, call 253.692.4883, online at tacoma.uw.edu/clsr

7:00-8:15 a.m. Registration & Continental Breakfast

8:15-8:30 a.m. Conference Opening & Introductory Address
Joe Lawless, Center for Leadership & Social Responsibility
Conference opening and setting the stage for the day's discussions

8:30-10:00 a.m. Doing Well by Doing Good
Moderated by **Dan Bross, Microsoft**
Jacqueline Drumheller, Alaska Airlines & Horizon Air
Jesse Garcia, Herman Miller
Scott Charlston, Verizon Wireless

Operating at the intersection of leadership & CSR, firms can't do one without the other. Good leaders are socially responsible, and being sustainably socially responsible requires exceptional leadership.

10:15-11:45 a.m. Strategic Imperative, Risk Reduction, or Both?
Moderated by **Josh Chaitlin, Edelman**
Joe Whinney, Theo Chocolates
Hideki Suzuki, Bloomberg
Peggy Willett, Getty Images

This session will look at the various ways that firms are positioning CSR within their leadership structures. Is CSR "woven into the fabric", viewed as a necessary reduction of risk and long-term cost savings? We will discuss the short-term investment versus long-term payoff of CSR initiatives

12:00-1:30 p.m. Keynote Luncheon
KoAnn Skrzyniarz, CEO/Founder, Sustainable Business

1:45-3:15 p.m. Roundtable Discussions

These moderated roundtable discussions will engage you in discussing hands-on strategies for moving forward your own CSR initiatives.

Employee Engagement—Moving CSR out of the CSR Office

Moderator: Kevin Wilhelm, Sustainable Business Consulting

Metrics, Measurement, and Reporting, Oh My!

Moderator: Kevin Hagen, Sustainable Business Strategy

Impact Philanthropy—An Insider Perspective

Moderator: Vijay Talwar, Blue Nile Diamonds

Steps Toward Environmental Responsibility

Moderator: Paula DelGuidice, Pollution Prevention Resource Center

3:30-5:00 p.m. What Now? The Future of Good Business

Kirk Meyers, REI

Kevin Wilhelm, Sustainable Business Consulting

Aseem Prakash, University of Washington

The culminating session will discuss the future of CSR and where we are headed in this emerging re-connection of business with its stakeholders through a stronger link to a social and environmental purpose.

5:00-7:00 p.m. Hosted Reception and Networking

Use this opportunity to network with other conference attendees and talk about the conference topics. Learn from others' experiences, share ideas, and expand your network of CSR professionals.

Registration Form

1 First name _____ Last name _____

Preferred/nickname _____

Company _____ Title _____

Email _____ Phone _____

Dietary considerations _____

2 First name _____ Last name _____

Preferred/nickname _____

Company _____ Title _____

Email _____ Phone _____

Dietary considerations _____

Number of attendees

_____ Individuals, \$395, (\$345 early bird—before 1/31/2014)

_____ Nonprofits & academics, \$245, \$215 early bird

_____ Students, \$145, \$125 early bird

Method of payment

Check, made payable to UW. Mail form & check to UWTCLSR, 1900 Commerce, Tacoma, WA 98402-3100

VISA or MasterCard

Name on card _____

Number _____

Expiration _____

Register online at tacoma.uw.edu/clsr/business-conference



March 6, 2014

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