

Oklahoma State University *presents*

# SUSTAINABLE ENTERPRISE

Second Annual

# CONFERENCE

Thursday, October 18, 2012 *Hyatt Regency Hotel, Tulsa*



Presented by  
the **Department of Management** and  
the **Center for Executive and Professional Development**  
in the **Spears School of Business** at Oklahoma State University

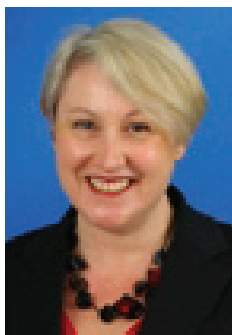


**SPEARS**  
SCHOOL OF BUSINESS

Oklahoma State University *presents the* **Second Annual**  
**SUSTAINABLE ENTERPRISE CONFERENCE**

Thursday, October 18, 2012 *Hyatt Regency Hotel, Tulsa*

## Keynote Speakers



### Joanne Beatty

Director of Climate Change  
& Sustainability  
KPMG  
Dallas, TX

Joanne has over 24 years of natural resource management experience in the public and private sectors. She joined KPMG's Australian Climate Change, Sustainability & Water practice in May 2008

after twenty years in senior executive roles in the Victorian State Government. Joanne commenced with KPMG's Climate Change & Sustainability (CC&S) services practice in the United States in October 2010. She has extensive experience in water security, sustainable resource management and climate change adaptation.



### Elaine Karnes

Director of Environmental Services  
Southwest Airlines  
Dallas, TX

Elaine's responsibilities include managing environmental compliance for the corporation and providing information and guidance for the Planet Section of the One Report, Southwest Airlines' annual sustainability report. Elaine is a member and past Chairman of the Airlines for America Environmental Council and has served on several Airport Cooperative Research Program panels for the Transportation Research Board of the National Academies.



### Joy Lehman

Global Sustainability Manager  
Hertz  
Park Ridge, NJ

In 2011, Joy Lehman was appointed to the newly created role of Global Sustainability Manager at the Hertz Corporation. Joy leads sustainability marketing and communications for the company in addition to implementing sustainability

best practices across Hertz globally. Joy is a native Kansan, and earned her B.S. at Kansas State University in Life Sciences and Environmental Science and a Masters in Sustainable Development at Macquarie University in Sydney, Australia.



### Nancy Parmer

Sustainability Manager  
Customer Solutions Group, UPS  
Atlanta, GA

Nancy is responsible for the ethical practices associated with the corporation's economic, environmental and social leadership, which involves collaborating with public and private organizations, serving as a resource for environmental knowledge, concepts and solutions. She works with customers to identify sustainable solutions that help reduce energy consumption and greenhouse gases. Nancy was the recipient of the Global EXEC Women International Women of Influence Award in Beijing in 2008.

## Panel Speakers



### Brett Fidler

Sustainability Director  
City of Tulsa  
Tulsa, OK



### Terrell Hoagland

Director of Sustainable Projects  
Flintco  
Tulsa, OK



### Trish Horn

VP-Governance, Environmental  
Health & Safety  
OGE Energy Corporation  
Oklahoma City, OK



### Matt Newman

Director of Business Management  
Covanta  
Tulsa, OK



### Michael Patton

Director  
Tulsa Metropolitan Environmental Trust  
Tulsa, OK

# Thursday, October 18, 2012

8:00 a.m. **Registration**

8:45 a.m. **Welcome**

**Dr. Larry Crosby**

Dean, Spears School of Business,  
Oklahoma State University

9:00 a.m. **Citizenship the Southwest  
Way – Performance,  
People, Planet**

**Elaine Karnes**

Director of Environmental Services,  
Southwest Airlines; Dallas, TX

9:45 a.m. **Expect the Unexpected –  
Building Business Value  
in a Changing World**

**Joanne Beatty**

Director of Climate Change & Sustainability,  
KPMG; Dallas, TX

10:30 a.m. **Networking and Refreshments**

11:00 a.m. **Culture of Sustainability**

**Terrell Hoagland**

Director of Sustainable Projects,  
Flintco; Tulsa, OK

**Brett Fidler**

Sustainability Director,  
City of Tulsa; Tulsa, OK

**Trish Horn**

VP–Governance, Environmental Health & Safety,  
OGE Energy Corporation; Oklahoma City, OK

12:15 p.m. **Lunch – Table Topic Discussions**

1:15 p.m. **Sustainable Business  
Practices**

**Michael Patton**

Director,  
Tulsa Metropolitan Environmental Trust  
Tulsa, OK

**Matt Newman**

Director of Business Management,  
Covanta; Tulsa, OK

2:00 p.m. **Why Green, Why Now...  
How UPS is Leading  
the Way**

**Nancy Parmer**

Sustainability Manager,  
Customer Solutions Group, UPS  
Atlanta, GA

2:45 p.m. **Hertz Sustainability  
Living Journey**

**Joy Lehman**

Global Sustainability Manager,  
Hertz; Park Ridge, NJ

3:30 p.m. **Summary of Conference**

**Networking and Refreshments  
Adjourn**

To register or for more information,  
please contact:

**Center for Executive and  
Professional Development**

*and the*

**Spears School of Business  
Oklahoma State University**

Phone: 405-744-5208

Toll free: 1-866-678-3933

Fax: 405-744-6143

Web: [cepd.okstate.edu](http://cepd.okstate.edu)

Email: [cepd@okstate.edu](mailto:cepd@okstate.edu)



**SPEARS**  
SCHOOL OF BUSINESS

# Conference Details

The Oklahoma State University Spears School of Business is pleased to present the Sustainable Enterprise Conference offered in cooperation with the Tulsa Metro Chamber and corporate sponsors. This conference brings together experts on a national and regional level that will address sustainable enterprise and its impact.

## Who Should Attend

The conference is targeted to individuals in organizations: who wish to reduce costs and increase revenues through green initiatives; who are concerned about maximizing profits, while helping people and the planet; who are developing or in the process of preparing a sustainability report; and who wish to learn from national and state leaders in sustainability.

## What You Will Learn

Those attending the conference will learn what it takes to become a sustainable enterprise, why sustainability and adopting the triple bottom line is not an option, and what the critical issues are in sustainable enterprise. Perspectives addressed in this conference will cover the corporate perspective, government perspective, non-governmental organization perspective and the risk management perspective.

## Topic Descriptions

### Citizenship the Southwest Way – Performance, People, Planet

#### Elaine Karnes

At Southwest Airlines, developing, maintaining, and reporting on sustainable business practices is a work in progress. Identifying and implementing sustainability initiatives is both challenging and rewarding. Southwest's triple bottom line results will be discussed, including both obstacles and achievements.

### Expect the Unexpected – Building Business Value in a Changing World

#### Joanne Beatty

Businesses today are operating in an ever more interconnected and globalized world. Supply chains stretch across continents and are vulnerable to disruption. Consumer demands and government policies are changing rapidly and will impact the company bottom line if business does not respond. Against this background of complexity there are a new set of challenges. For 20 years or more it has been recognized that the way we do business has serious impacts on the world around us. It is increasingly clear that the state of the world will affect the

way we do business. The presentation will explore 10 mega forces that present challenges and opportunities for businesses. Importantly these mega forces will be influential in driving sustainable business approaches over the next 20 years.

### Culture of Sustainability

#### Terrell Hoagland

#### Brett Fidler

#### Trish Horn

Panelists will discuss creating a culture of sustainability and their efforts to institutionalize sustainability within their organizations. Presentations will include what the catalyst was, what steps they have taken so far, what the benefits have been and what the future looks like in their organizations.

### Sustainable Business Practices

#### Michael Patton

#### Matt Newman

Panelists will discuss ways to practically implement sustainable methods into your organization. Presentations will include examples of corporate and individual accomplishments highlighting sustainable practices and opportunities for sustainable solutions.

### Why Green, Why Now... How UPS is Leading the Way

#### Nancy Parmer

UPS is taking the initiative in sustainability efforts, leading the shipping industry in conservation, clean technology, carbon-neutral shipping and accurate, effective reporting. Nancy Parmer will share the UPS Global Sustainability Strategy, including how they manage their carbon footprint, facility operations, recycling and helping customers on the road to sustainable logistics.

### Hertz Sustainability Living Journey

#### Joy Lehman

Hertz recently unveiled a major sustainability plan called "Living Journey," which positions the Company to be a market leader in sustainable transport and operations. The goal is to integrate sustainability best practices across its global operations to reduce Hertz' environmental footprint and costs, as well as provide innovative, green vehicle choices to customers. The presentation will review opportunities and global implementation of energy efficiency, recycling and alternative fuel/high MPG fleet programs.

# Oklahoma State University *presents the* **Second Annual SUSTAINABLE ENTERPRISE CONFERENCE**

**Thursday, October 18, 2012** *Hyatt Regency Hotel, Tulsa*

## **SPONSOR BENEFITS**

### **PLATINUM SPONSORSHIP** | \$10,000

Includes 16 registrations to attend the OSU Sustainable Enterprise Conference on October 18, 2012. Sponsor will receive priority luncheon seating with two reserved tables for eight marked with the company's name, refreshments, prominent display of company's name and logo on conference signage, conference brochure, conference materials and website. The company's name will be mentioned from the podium during opening session and the luncheon. The sponsor will also have the option of an exhibit booth. The amount of \$6,280 is tax deductible.

### **GOLD SPONSOR** | \$3,500

Includes eight registrations to attend the OSU Sustainable Enterprise Conference on October 18, 2012. Sponsor will receive priority luncheon seating with a reserved table for eight marked with the company's name, refreshments, display of company's name and logo on conference brochure, conference materials and website. The sponsor will also have the option of an exhibit booth. The amount of \$1,340 is tax deductible.

### **SILVER SPONSOR** | \$2,500

Includes four registrations to attend the OSU Sustainable Enterprise Conference on October 18, 2012. Sponsor will receive reserved table seating for four at the luncheon, refreshments, display of company's name on conference brochure and conference materials. The sponsor will also have the option of an exhibit booth. The amount of \$1,120 is tax deductible.

### **BOOTH SPACE** | \$600

Includes two registrations to attend the OSU Sustainable Enterprise Conference on October 18, 2012; opportunity to place materials at participant places and company name on conference materials.

☐ Yes! I wish to register \_\_\_\_\_ attendees to the second annual Sustainable Enterprise Conference on Thursday, October 18, 2012. \$225 per person -OR- \$195 per person if registered by October 1, 2012 (includes lunch and refreshments).

Yes! I would like to be a sponsor for the second annual OSU Sustainable Enterprise Conference. Name/Logo will be listed on promotional materials if signed up to sponsor by August 31, 2012.

☐ Platinum Sponsorship | \$10,000      ☐ Gold Sponsor | \$3,500      ☐ Silver Sponsor | \$2,500      ☐ Booth space | \$600

COMPANY

☐ Please check here if you prefer a vegetarian meal at the conference.

CONTACT NAME

TITLE

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL

If you need special services, assistance or accommodations to attend, please call CEPD at 405.744.5208 or 866.678.3933.

☐ If paying by credit card, please register online at [cepd.okstate.edu/green](http://cepd.okstate.edu/green), or call 405.744.5208 or 866.678.3933, or fax registration form to 405.744.6143.

Charge \$\_\_\_\_\_ to my ☐ Visa    ☐ MasterCard    Card No. \_\_\_\_\_ Expiration date \_\_\_\_\_

☐ A check payable\* to Oklahoma State University (if registering) and/or the OSU Foundation (if sponsoring conference) is enclosed for the amount of \$\_\_\_\_\_.

Mail registration form and check to: **OSU/CEPD, 215 Business Building, Stillwater, OK, 74078**

**Cancellation Policy:** *Because of guarantee requirements for catering, cancellations must be received by October 10 at 4 p.m. for a refund of fees. Substitutions following October 10 are welcome.*

**\*Please make sponsorship checks payable to the OSU Foundation and registration payments to Oklahoma State University.**







**SPEARS**  
SCHOOL OF BUSINESS

215 Business Building  
Stillwater, OK 74078-4011

NON PROFIT ORGANIZATION  
U. S. POSTAGE  
PAID  
STILLWATER, OK  
PERMIT NO. 191

Oklahoma State University *presents the* **Second Annual**  
**SUSTAINABLE ENTERPRISE CONFERENCE**

**Thursday, October 18, 2012** *Hyatt Regency Hotel, Tulsa*

**BENEFITS OF ATTENDING**

- Become aware of real bottom-line benefits, social and economic rewards for organizations that make sustainability a priority.
- Hear expert speakers and panel discussions to learn how they can drive financial, environmental, and social success in the economy.
- Gain insights, knowledge, and utilize tools to transition your organization toward sustainability.
- Learn about challenges and rewards of moving toward sustainability and network with participants facing similar challenges.

**CORPORATE SPONSORS**



**TULSA METRO CHAMBER**