

January 8, 2009

How a Sustainability Leader Can Help your Organization Thrive in these Tough Times

ISE /CHRMS
Fairleigh Dickinson University
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**Thursday, January 8, 2009
3 – 7 p.m.**

Lenfell Hall

Hennessy Hall (The Mansion)

Fairleigh Dickinson University
College at Florham
285 Madison Avenue
Madison, NJ

**Please reserve a space
on or before January 5, 2009
by:**

- Registering online at <http://www.fdu.edu/forms/chrmsregister.html> (Click "SPECIAL EVENT")
- Calling ISE/CHRMS at 973-443-8577
- E-mailing your rsvp to pnieuwski@fdu.edu

Schedule:

3:00 – 3:30 pm
Networking
and light refreshments

3:30 – 5:30 pm
Presentation, panel
and interactive table
discussions

5:30 – 7:00 pm
Networking
and light refreshments

This highly interactive session provides an overview of a recent study by Hudson Gain Corporation on The Role of the Chief Sustainability Officer in Corporations, as well as a panel discussion with executives who were interviewed in the study and who lead Sustainability efforts in their companies. Participants will engage with panel members, study authors and faculty from the Institute for Sustainable Enterprise (ISE) at Fairleigh Dickinson University (FDU) in table discussions around such topics as:

- What challenges does a Chief Sustainability Officer (CSO) face in this economy?
- How can a CSO help your organization thrive in these tough times?
- Is this a good time to hire or appoint a CSO?
- Should you promote a CSO from within—or recruit from the outside?
- Whether you "build" or "buy" a CSO, what are the roles, requirements, criteria?
- How does today's economy impact how you structure and lead Sustainability?
- If Sustainability is "everyone's job," is there a need for a staff/function as well?

PANEL:

- **Dawn Rittenhouse**, *Director of Sustainability Development, DuPont (Nominated by peers in the CSO Study as one of the Top Sustainability Professionals, and profiled in the CSO Study)*
- **Maureen Adams**, *Regional Vice President of National Casino Marketing and Sales, Harrah's Entertainment*
- **Michael Deane**, *Vice President, Chief Sustainability Officer, Turner Construction*
- **Paul King**, *Vice President, Sustainability Executive, Bovis Lend Lease*
- **William Lashbrook**, *Senior Vice President, PNC Real Estate Finance, PNC*
- **Andrew Van Der Laan**, *Director, Publishing Operations Projects Group, Random House*
- **Presenting the CSO Study: Roger Thorne**, *Managing Partner, Hudson Gain Corporation*
- Panel Moderator: **Jeana Wirtenberg, Ph.D.**, *Director, External Relations & Services, ISE, FDU; Lead Editor, The Sustainable Enterprise Fieldbook (Greenleaf Publishing & AMACOM, 2008)*

Going Green?

Don't Hire a Chief Sustainability Officer until you read the **HUDSON GAIN STUDY**
at... [click here for the study](#), or...

http://echem.goiwx.com/downloads/HudsonGain_ChiefSustainabilityOfficerStudy08.pdf