

in lieu of the May  
Breakfast Seminar,



Invites you to

ISE /CHRMS  
Fairleigh Dickinson University  
285 Madison Avenue – M-MS1-05, Madison, NJ 07940  
Phone: (973) 443-8577, Fax: (973) 443-8506

an ISE-sponsored Symposium at the  
**Eastern Academy of Management**

**“CREATING & MANAGING SUSTAINABLE  
ORGANIZATIONS & SYSTEMS”**



HOSTED BY

FAIRLEIGH DICKINSON UNIVERSITY  
NEW JERSEY INSTITUTE OF  
TECHNOLOGY  
ROWAN UNIVERSITY

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**Thursday, May 17, 2007 – Hyatt Regency, New Brunswick, NJ**

**PANEL 1: Drivers and Challenges in the Corporate Sustainability Journey**

**Moderator:** Joel Harmon, *Institute for Sustainable Enterprise, Fairleigh Dickinson U.*

**1:45 – 3:15 p.m.**

As a foundation, Joel Harmon will briefly establish the importance of “sustainability” (also sometimes embraced under the broad umbrella of corporate responsibility/citizenship) for the world and for business, and note the increasing attention it is receiving by corporations and investment communities worldwide. Then, executives from major corporations highly rated for sustainability (drawn from varying industries) each will highlight briefly some of their firms key sustainability-related practices, the values and rationale driving their firms to enact these practices, some of the most significant challenges associated with their sustainability journey, and what lessons can be learned to increase the likelihood of success.

**Panelists/Presenters:**

- Brian Boyd, VP, Worldwide Environment, Health & Safety, *Johnson & Johnson*
- Thomas A Chizmadia, VP, Corporate Communications and Chief Communications Officer, *BASF Corp*
- Amy Hall, Director of Social Consciousness, *Eileen Fisher*
- Govi Rao, Vice President & General Manager, *Solid State Lighting, Philips Lighting, NA*

**PANEL 2: The Role of Strategic Leadership and People Practices in Building Sustainable Enterprises**

**Moderator:** Jeana Wirtenberg, *Institute for Sustainable Enterprise, Fairleigh Dickinson U*

**3:30 – 5:00 p.m.**

As a foundation, Jeana Wirtenberg will briefly establish the importance of strategic leadership of human capital and the role of the HRM function for enabling/enhancing firms’ sustainability, and characterize the current state of the field in regard to fulfilling this potential. Then, executives from major corporations highly rated for sustainability each will highlight briefly the significant role that people practices and the HR function are playing to help steer and support their firm’s sustainability journey.

**Panelist/Presenters:**

- David Lipsky, Director, Talent Management and Organization Development, *SONY Electronics*
- Vas Nair, VP, Vice President and Chief Learning Officer, *Schering Plough*
- Sundar Subramaniam, Manager, Learning and Development, *BASF Corporation*
- Pat Thiruvengadam, Senior Vice President, Human Resources Executive, Global Corporate and Investment Banking, *Bank of America*

**DISTINGUISHED KEYNOTE PANEL  
Creating Sustainable Organizations and Systems: Issues & Challenges**

**5:15 – 6:45 p.m.**

**Moderator:** William Russell, *President, SKN Worldwide*

**Panelist/Presenters**

- Bob Schinn, *S2Concepts*
- Susan Shor, *Eileen Fisher*
- Eric Svenson, *PSEG*
- Mark Starik, *George Washington University*

**EAM ALL-CONFERENCE RECEPTION**

**7:00 - 9:00 p.m.**

Date: MAY 17, 2007  
Time: Panel 1: 1:45 – 3:15  
Panel 2: 3:30 – 5:00  
Keynote Panel: 5:15 – 6:45  
Reception: 7:00

Place: Hyatt Regency New Brunswick  
NEW BRUNSWICK, NJ

Register  
Online: [www.fdu.edu/ise](http://www.fdu.edu/ise) or  
[www.fdu.edu/chrms](http://www.fdu.edu/chrms) or  
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Fax: 973 443-8506

Fee: \$35\*

\*This charge does not apply to current employees of ISE/CHRMS Corporate Partner Companies and ISE/CHRMS “Individual” and “Breakfast” Partners.

Deadline: Monday, May 14, 2007

\* Non-partners are subject to the \$35.00 fee if they register and change plans but do not cancel on or before May 14, 2007.

Name \_\_\_\_\_ Company \_\_\_\_\_ E-Mail \_\_\_\_\_

Colleague Name \_\_\_\_\_ Company \_\_\_\_\_ E-Mail \_\_\_\_\_