

On behalf of the Center for Leadership & Social Responsibility and the Milgard School of Business at the University of Washington Tacoma, we welcome you to the Second Annual Conference on Corporate Social Responsibility.

Our theme for the day is CSR: Driving Innovation. Why? Because thematically, innovation and social responsibility are leading topics in our daily conversations. The intersection of these two powerful concepts offers us many opportunities to improve business practice, to create sustainable organizations and communities, and to better answer the enduring question of why a business would engage in CSR initiatives.

This conference will explore these issues, which are both emerging and constantly evolving. We encourage you to challenge your thinking and that of the other participants. We designed the sessions to allow for engaging conversation so that we can learn from the presenters and from each other.

Our intention is for this conference to become a valuable forum for the Pacific Northwest, one that doesn't require travel and extended stays away from the office. The value that we strive to bring to you will be evident in this second annual conference and we will continue to deliver on that commitment to value. It's the Washington way.

Thank you for attending, for participating, and for helping to make your organizations more innovative and creative through your focus on citizenship, sustainability, and social responsibility.

Sincerely,



Joe Lawless
Executive Director
Center for Leadership & Social Responsibility



Shahrokh Saudagaran
Gary E. & James A. Milgard Endowed Dean
Milgard School of Business

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

8:15-8:30 a.m. 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. Session 1: CSR Driving Innovation

Scott Jenkins, Seattle Mariners

Margaret Morey-Reuner, Timberland

Nicole Trimble, Coinstar

Moderated by Henk Campher, Edelman

How is CSR driving innovation in companies and how can companies capture that value with their stakeholders to become more dynamic and innovative?

10:15-11:45 a.m. Session 2: CSR and Strategy

Sheri Flies, Costco Wholesale

Chris Gilbert, GlobalEdge Solutions

Burt Hamner, Hydrovolts

Moderated by Steve Lippman, Microsoft Corporation

How are companies with CSR embedded in their DNA creating strategies that leverage those values to create economic, environmental and social value? What is different about these companies and how do they encourage innovation within their walls?

12:00-1:30 p.m. Keynote Luncheon

Tom Easterday, Subaru of Indiana Automotive

The Executive Vice President, Secretary and General Counsel for Subaru of Indiana will speak about the Indiana Subaru plant achieving zero-landfill status, having their entire manufacturing site designated as a backyard wildlife habitat by the National Wildlife Federation and how an environmental focus has driven innovations at Subaru.

1:45-3:15 p.m. Session 3: Is Good Business Sustainable?

Patrick Drum, The Arbor Group, UBS

Laurie Tish, Moss Adams

Joe Whinney, Theo Chocolates

Moderated by Jim Hanna, Starbucks Coffee Company

Is it profitable to be a "good business" or is this just a do-gooder fad that will lose out to financial performance in the long run? How do sustainability or CSR initiatives impact financial performance in the short and long run?

3:30-5:00 p.m. Session 4: Where Are We Going?

Beto Lopez, IDEO

Jill Purdy, Milgard School of Business, UW Tacoma

Stephanie Ryan, B-Lab

Moderated by Stan Emert, RainmakersTV

We've come from corporate philanthropy to CSR to shared value to Benefit Corporations. What is next? Where are we going, and who will lead the way?

5:00-7:00 p.m. 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.