SOCIAL RESPONSIBILITY:
Competitive Advantage to Competitive Imperative

The Grappone Conference Center
70 Constitution Avenue
Concord, New Hampshire

Monday, May 24, 2010
8:00am to 5:00pm

www.nhbsrconference.org

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- Normandeau Associates, Inc.
- Propell Energy
- RAM Printing
- Tele Atlas
- The Fiddlehead Loop
- Wire Belt Company of America
Ceres (pronounced “series”) is a national network of investors, environmental organizations and other public interest groups working with companies and investors to address sustainability challenges such as global climate change. Ceres’ mission is to integrate sustainability into capital markets for the health of the planet and its people.

Andrea Moffat is the Senior Director of Corporate Programs and oversees Ceres’ Corporate Accountability, Corporate Governance, and Corporate Outreach programs. With over 10 years of experience, Andrea manages a team, which engages with over 70 companies to help them meet sustainability commitments and achieve greater performance results. Andrea works directly with company leadership in over two-dozen Fortune 500 companies in order to develop new strategies, facilitate stakeholder engagement, and elevate sustainability to the boardroom.

Before joining Ceres, Andrea led and managed a corporate responsibility program for Canada’s Environment Department. This program was focused on supporting corporations in a number of areas, including sustainability reporting, developing the link between sustainability and business value, and providing corporations with sustainability tools, research and information. Establishing partnerships with a wide-range of stakeholder groups was an important component of this program.

Andrea’s other professional experience includes community development work with the African Medical Research Foundation in East Africa, research with the Canadian Environmental Law Association, and an environmental lecturer at the University of Toronto.

Andrea has a Master of Environmental Studies degree from Dalhousie University and a Bachelor of Arts Honors degree in sociology/psychology from Queen’s University, Canada.
8:00-8:30 am • Registration & Morning Refreshments

8:30-9:45 am • MORNING KEYNOTE
Sponsored by Hannaford Supermarkets

WELCOME: Molly Hodgeson Smith, NHBSR Executive Director;
Erik Barstow, Attorney/Wiggin & Nourie, PA, NHBSR Board Co-Chair

KEYNOTE: Andrea Moffat, Senior Director of Corporate
Programs, Ceres

CONFERENCE OVERVIEW: Bonnie Kurylo, Division Manager;
Public Service Company of New Hampshire, NHBSR Board Co-Chair;
Spring Conference Co-Chair

9:45-10:00 am • MORNING BREAK

10:00-11:45 am • BREAKOUT SESSIONS

■ ISO 26000 – Guidance on Corporate Social Responsibility:
An Overview of What it Means for Your Company
Sponsored by Praxis Consulting Group, Inc.
The community of socially responsible organizations is eagerly anticipating
the emergence of Draft International Standard ISO 26000—Guidance
for Social Responsibility. For organizations beginning to address social
responsibility and for organizations more experienced with sustainability
implementation, this session provides critical information about how ISO
26000 can be leveraged to support social responsibility and sustainability
initiatives. The session also shows how ISO 26000 assists organizations in
enhancing the credibility of reports and claims made about their Social
Responsibility programs. Participants will leave this session with a clear
understanding of the standard, the path to finalizing the standard, and how
it can be used to support social responsibility and sustainability initiatives.

Speakers: Ted Freeman, Principal, Praxis Consulting Group, Inc.;
Peter J. Hall, C.G., CEA, Principal, Sustainability Practice Leader - EHS
Management, MACTEC Engineering and Consulting, Inc.;
Carolyn Schmidt, Program Director, ECOLOGIA / Virtual Foundation

■ The Triple Bottom Line as a Decision Making
Tool for Sustainable Business Practices
Sponsored by Barker Architects PLLC
Is your company concerned with more than profit? Consumers are
increasingly drawn to companies that value the common good. The triple
bottom line more accurately reflects an organization’s environmental,
social and economic, performance. Learn the metrics to design and
implement sustainable business practices. Meet companies that have
adopted context-based sustainability management on a wide-ranging
basis and created specific metrics targeting each site’s impacts and
operating environment.

Speakers: Dan Vooris, LEED AP, Energy and
Sustainability Consultant, Integrated Building Energy Associates LLC; Eric
Lowitt, Manager of Strategy & Operations Practice, Deloitte Consulting LLP;
Jed Davis, Director of Sustainability, Cabot Creamery Cooperative

■ Getting Started in Corporate Social Responsibility—
A Practical Guide
Sponsored by New Hampshire Electric Co-op
Are you new to social responsibility? Would you like to learn the
basics of corporate responsibility and what it could mean for your
organization? What do all those acronyms mean and how can you apply
principles of corporate responsibility to your organization in a meaningful
way? You’ll hear from well-respected companies that will share their stories
and inspire you with ideas and lessons from their experience. You’ll leave
with the framework for creating a customized plan that meets your own
unique needs.

Speakers: Robin Eichert, Principal, PeopleSense Consulting LLC; Jeff Allar, Vice President - Human Resources, Storyfield Farm; Amanda
Osmer, General Manager, Grappone Automotive Group

■ What the Recession has Taught us about Business
Sustainability
Sponsored by Altus Investment Group LLC
The recession has forced most companies to make painful adjustments to
their business practices in an effort to survive. This is an especially
difficult challenge for values-led companies trying to preserve their competitiveness
without undermining those values. Join this workshop to hear how some
companies have turned this adversity into an asset, determined to move
forward as stronger companies in terms of both finance and values. They
will share with you some creative no- and low-cost examples of how
they have maintained their values-driven business agendas in spite of having
to cut costs.

Speakers: Spencer Putnam, Adjunct Professor, Green Mountain
College; Val Zanichuk, President, Graphis Inc.; Johanna C. Jobin, Sustainability
Programs Manager, Millipore Corporation

12:00-1:30 pm • 10th ANNIVERSARY LUNCHEON

WELCOME: Lisa Hardin Berghaus, Marketing Specialist, Monadnock
Paper Mills, NHBSR Board Member; Spring Conference Co-Chair

CORNERSTONE AWARD PRESENTATION:
Governor John Lynch invited

1:30 – 1:45 pm • AFTERNOON BREAK

1:45 – 3:45 pm • WORLD CAFÉ
Sponsored by The Timberland Company

■ Thinking Together to Inspire Action
For the first time, NHBSR will host a World Café, a simple powerful way for
a large group to tap their combined experience and knowledge to explore
questions that shape their future. NHBSR’s 10th anniversary is an ideal time
to learn from your peers about innovative practices and create a vision
for how your business and our network can move forward. In a series of
relaxed, café-style conversations with small groups, you will have a chance to
explore these questions:

• What is the most inspiring example of socially responsible business practices you
have participated in or learned about?

• Looking forward, what is the most powerful way that you and we, as the NHBSR
community, can act to make a difference?

As dozens of small groups simultaneously interact, new ideas and insights
will naturally arise, as will new networking connections with other socially
responsible business leaders. The World Café has been used around the
world to quickly access the collective wisdom of an organization and
generate innovative ideas for action. This interactive experience will be
facilitated by New Directions Collaborative, an NHBSR member which
specializes in catalyzing the power of networks to advance the common
good. For more info see: www.theworldcafe.com

New Directions
COLLABORATIVE

4:00 – 5:00 • JOIN US FOR “GREEN DRINKS”
“Happy Hour”— Stay and continue the conversation.

“Happy Hour”––Stay and continue the conversation.
Silent Auction  
Opportunity to 
bid on a one night stay for 4 with breakfast 
at the Attitash Grand Summit Hotel along with many other exciting items from businesses throughout New Hampshire!

Job Board  
Post your job or your resume!