Symposium Schedule

Friday November 7th

8:45 AM-9:25 AM – Continental Breakfast, Alfred University Miller Theater Lobby

9:30 AM-9:45 AM – Welcome Address: Rick Stevens, Alfred University Provost; Bruce Rosenthal, Director, Alfred University School of Business

9:45 AM-10:15 AM – Session 1 – Wake Forest University: Dan Fogel

10:20 AM-10:50 AM – Session 2 – Balfour Beatty: Susan Westrup, Traci Browne

10:55 AM-11:10 AM – Break – Miller Theater Lobby

11:15 AM-11:45 AM – Session 3 – Gunlocke: Roy Greene

11:50 AM-12:20 PM – Session 4 – Coca-Cola: TBA

12:30 PM-1:45 PM – Lunch, Health and Wellness Center

2:00 PM-2:30 PM – Session 5 – Highmark Healthcare, Inc.: Phyllis Barber

2:35 PM – 3:05 PM – Session 6 – Wegmans: Jason Wadsworth

3:05 PM-3:20 PM – Break – Miller Theater Lobby

3:25 PM-4:15 PM – Panel Discussion – All presenters to participate

4:15 PM – Final Summary, closing: Nancy Evangelista, Dean, Alfred University College of Professional Studies

Symposium Registration Costs

Free - Alfred University and Alfred State College students
$25 - Student
$35 - AU Alumni
$50 - General Public
$100 - Business Group Rate (up to 3 people)

Register online at: business.alfred.edu/sustainability

Registration Deadline is the close of business on Friday October 31, 2014.
Alfred University is proud to present the first in an annual series of symposia focused on Sustainability – the first entitled “Sustainability Leading to Innovation” – which will explore the various aspects of sustainability as they pertain to business, engineering, the liberal arts.

Becoming sustainable allows a business to become more innovative and efficient; can reduce costs; increase profit margins, and promote competitiveness, all while protecting “the three Ps”: People, Planet and Profits. The Symposium Presenters will be giving us strong and detailed examples of their professional experiences showing that this is true.

Who should attend:

- Businesspeople, from large, medium-sized or small companies; entrepreneurs and members of large organizations: all need to be concerned with sustainable business practices.
- Engineers will increasingly be responsible for sustainable designs and performance.
- Environmental studies majors will increasingly need to understand the business practices that promote the “3 Ps” and their ramifications to businesspeople.
- Business students need to understand the opportunities and costs associated with “going sustainable”, as the majority of businesses in the future will undoubtedly need to address sustainability in one way or other.
- Community members interested in forging a sustainable environment for future generations.

**Presenters**

**Phyllis Barber** serves as sustainability director for Highmark Healthcare, Inc. She is responsible for overseeing the company’s environmental responsibility throughout its business practices. Ms. Barber has led a variety of projects for Highmark, including the implementation of a 22,000-square-foot green roof at the company’s Pittsburgh headquarters; recognition as a Bike Friendly Employer and the education of employees about internal and external resources related to eco-friendly practices.

**Traci Browne** is the corporate vice president of sustainability for Balfour Beatty, and is responsible for leading the company’s global sustainability efforts for all US construction services. In addition, she works with sustainability action partners in divisions and regions across the U.S. She’s also a member of Balfour Beatty’s global Sustainability Working Group and works throughout the global Balfour Beatty network to progress sustainability initiatives.

**Dan Fogel** is Wake Forest University’s Director of the Master of Arts in Sustainability and is the Graduate School Research Professor of Sustainability. His research and teaching areas are in environmental sustainability, global sustainable business and strategy including strategic change management and innovation for medium and large organizations. He currently focuses on how organizations adopt sustainability practices and principles as part of their core strategies.

**Roy Green** is the Director of Sustainability for HBF and Gunlocke; manufacturers of contract office furniture. He is a multi-talented environmental professional with eighteen years of diverse experience in the environmental, energy and sustainability fields. He has an MS Degree in Energy Management and an Advanced Certificate in Alternative Energy Technology from New York Institute of Technology as well as a BS Degree in Energy Management and an Advanced Certificate in Alternative Energy Technology. He is experienced in sustainable building construction practices, corporate sustainability strategies and LEED Project Management.

**Phyllis Barber** is Wegmans Sustainability Manager, has been with the company for 25 years, and is a third generation Wegmans employee. Jason is responsible for the development and implementation of sustainability programs by partnering with leadership and key functional areas, focused on outcomes that are beneficial for the environment, community and Wegmans. Jason is a founding member of the Food Marketing Institute’s Sustainability Executive Committee and is also active in FMI’s Animal Welfare Committee and the Joint FMI/GMA/NRA Food Waste Reduction Alliance.

**Susie Westrup** serves as the Corporate Sustainability Specialist for Balfour Beatty throughout their national markets, and is a resource to all regional offices. In her role, Susie helps embed sustainability in every aspect of the business and on project sites across the nation. Her knowledge and guidance help Balfour Beatty employees and customers make sustainable choices, which result in enhanced corporate social responsibility, healthier communities, and maximal environmental stewardship. She is experienced in sustainable building construction practices, corporate sustainability strategies and LEED Project Management. Susie is a Virginia Tech alumna and recently completed graduate studies at Harvard University earning a Graduate Certificate in Sustainability.

**Coca-Cola** (speaker TBA) is deeply concerned with the environmental and social impacts of their products; from the sourcing and use of raw materials and ingredients, to the manufacturing of those products and disposal. Coca-Cola’s vision and goals, set out in a sustainability plan, focus on reducing their environmental impact at each stage, making a positive difference to the communities in which they operate.

Alfred University is committed to sustainability in a variety of ways – through courses in the School of Engineering, College of Liberal Arts and the School of Business. In addition, the President of Alfred University has created a Council on Green Efforts to examine and implement sustainability measures in the university and the surrounding community. Various subcommittees work on sustainability concerns including curricular and research projects. One of our residence halls is Gold level LEED certified, and several solar panels are installed on campus. Research and instruction in sustainability is part of the fabric of Alfred University; these annual conferences will further reflect our dedication and determination to make sustainability an even deeper part of the Alfred community.