



## Register Now!

The [Darden Business in Society Conference](#) is an annual event co-organized by the student-led Net Impact, Energy, Business & Public Policy, and Education Clubs, with support from the Initiative for Business in Society. This year's theme of "Sustainability and Innovation" will explore how leaders are using business principles to develop innovative solutions to social and environmental challenges. Track 1 will focus more on environmental issues, and Track 2 will focus on social issues.

## Agenda

Thursday, February 2, 2012

### KEYNOTE

1:30pm – 2:30pm

#### **“\$95 Billion and Agile”**

#### **Martha Johnson, Administrator, U.S. General Services Administration**

As the administrator of the U.S. General Services Administration (GSA), Martha Johnson works on the front lines of President Obama's agenda to build a more sustainable and effective government for the American people. The GSA provides acquisition and procurement services to the federal government, guides nearly \$95 billion worth of federal purchases and manages 370 million square feet of real estate.



Administrator Johnson is a leader of the administration's green agenda and a champion of innovation, both within the government and in the private sector. As GSA's chief of staff in the 1990s, her strategic vision and management expertise helped GSA successfully maneuver through fundamental changes, taking the agency from a mandatory supplier of goods and services to a competitive, market-oriented supplier-of-choice for Federal agencies. Administrator Johnson's private sector expertise is deep; she began her career guiding Cummins Diesel Engine Company through a major industrial change, she has served as a chief financial officer and most recently as vice president of culture at Computer Sciences Corporation, managing strategic change at the 90,000 person organization. Johnson received her MBA from Yale University.

Friday, February 3, 2012

### PANEL 1

8:30am – 9:45am

#### **TRACK 1: Energy Efficiency**

- Cynthia Adams, Executive Director, Local Energy Alliance Program (LEAP)
- Ben Bixby, CEO, My Energy
- Matt Short, Regional Sales Manager for Energy Solutions, Johnson Controls
- Dale Stanton-Hoyle, VP of Engineering, CleaResult
- Moderator: Casey Lichtendahl, Professor, Darden School of Business

8:30am – 9:45am

**TRACK 2: Social Entrepreneurship**

- Lisa Lorimer, Founder and former CEO, Vermont Bread Company
- Margot Fraser, Founder and former CEO, Birkenstock USA
- Moderator: Ed Freeman, Professor, Darden School of Business

**PANEL 2**

10:00am – 11:15am

**TRACK 1: Clean Energy Policy**

- Bryan Mignone, Senior Policy Advisor, U.S. Department of Energy
- John Blaney, Senior VP, ICF International
- Whit Faulconer, Director of LEED Technical Dev., US Green Building Council
- Emily Williams, Research Analyst, American Wind Energy Association
- Moderator: Gal Raz, Professor, Darden School of Business

10:00am – 11:15am

**TRACK 2: International Development**

- Martha Piper, SVP Strategy and Growth, Rare
- Michelle Oliva, Director, Profit with Purpose
- Rosita Najmi, Strategy and Operations Officer, The World Bank
- Shital Shah, Associate Consultant, ShoreBank International
- Moderator: Frank Warnock, Professor, Darden School of Business

**PANEL 3**

11:30am– 12:45pm

**TRACK 1: Renewable Energy Financing**

- Tony Clifford, CEO, Standard Solar
- James Mackey, Executive Director, NextEra
- Laura Jones, Partner, Hunton & Williams
- Matt Fedors, Vice President, Leaf Clean Energy
- Jim Schretter, Vice President, enXco
- Moderator: Mary Margaret Frank, Professor, Darden School of Business

11:30am– 12:45pm

**TRACK 2: Technology: New Tools to Enact Education Reform**

- Dmitri Melhorn, COO, StudentsFirst
- Ray Glendening, COO, Ruckus
- Elliott Ackerman, COO, Americans First
- Moderator: Lili Powell, Professor, Darden School of Business

**PANEL 4**

2:30pm – 3:45 pm

**TRACK 1: Corporate Sustainability**

- Stephen Evanko, Business Director, Environmental Sustainability, Capital One
- Coleman Bigelow, Global Sustainability Marketing Director, Johnson & Johnson
- Kathryn Willson, Director of Partner Strategy & Business Development, Environmental Sustainability, Microsoft
- Moderator: Mike Lenox, Professor, Darden School of Business

2:30pm – 3:45 pm

**TRACK 2: Innovation and Transformation in Government**

- Pat Nicklin, Executive VP & COO, Partnership for Public Service
- Eric Schweikert, Director of Compliance Analytics, Internal Revenue Service
- Rober Motyka, Senior Manager, Federal Reserve Board
- Moderator: Roberta Mourao, Partner in U.S. Federal Gov't Practice, Accenture

## PANEL 5

4:00pm – 5:15pm

### TRACK 1: Green Supply Chains

- Minal Mistry, Senior Manager, Greenblue / Sustainable Packaging Coalition
- Jacob Madsen, Sustainability and Life Cycle Assessment Manager, Deloitte Consulting
- Drummond Lawson, Director of Sustainability, Method Products
- Moderator: Tim Kraft, Professor, Darden School of Business

4:00pm – 5:15pm

### TRACK 2: Entrepreneurship in Education

- Katie Bisbee, CMO, Donorschoose
- Brandon Krueger, VP Marketing Operations, K12
- Pam Moran, Superintendent, Albemarle County School System
- Moderator: Aaron Tang, Founder, Our Education

## RECEPTION

5:30pm – 7:00pm

Closing Reception

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