

THE GREEN MARKETING CONFERENCE
4th **GOOD AND GREEN**[®]

Presented By:
thedailygreen



MAY 11 & 12, 2011 • HEARST TOWER, NYC

www.goodandgreen.biz

DAY ONE – Wednesday, May 11, 2011 @ The Hearst Tower

8:00 – 9:00	Registration & Networking Breakfast, Sponsored by Green Good Housekeeping Seal	
9:00 - 9:15	Welcome	Nan McCann, President, PME Enterprises and Co-Founder, Good And Green [®] Steve Thomas, TV Host, Principal, Steve Thomas Home and Conference Emcee
9:15-9:45	Opening Keynote	The Development of the Green Good Housekeeping Seal Miriam Arond, Director and Stacy Genovese, Technical Director, Good Housekeeping Research Institute
9:45-10:15	Marketing Insights	Marketing Sustainability: Dos, Don'ts, and D'uh's Michael Brown, Ph.D., Principal, Brown and Wilmanns Environmental, LLC
10:15-10:45	Green Corporate Identity	Hearst Tower: Not Just a Better Skyline, A Better Sky Lou Nowikas, Director of Operations, Real Estate & Facilities Planning, Hearst Corporation
10:45-11:15	Networking Break Sponsored by SCA Tissue North America (Tours of GHRI)	
11:15-11:45	Marketing Insights	Is Green Organic to Your Company or Just a Layer of Noise Pollution? SCA a Green Story Mike Kapalko, Sustainability Marketing Manager, SCA Tissue North America and Mary Shaughnessy, VP/Group Account Director, Cramer-Krasselt
11:45-12:30	Brand Panel	Heart of Green Award Winning Brand Panel Moderator: Dan Shapley, Senior Editor, The Daily Green.com Brand Panelists: Featuring winners of Heart of Green Awards 2011
12:30-2:00	Networking Lunch Sponsored by Nestle Waters North America (Tours of GHRI)	
2:00-2:30	Marketer Interview	Fast Company Interviews Chipotle Robert Safian, Editor and Managing Director, Fast Company Interviews Mark Crumpacker, Chief Marketing Officer, Chipotle Mexican Grill
2:30-3:00	Design & Innovation	From The Road to Luxury... Design With The Environment In Mind Ken Kobrick, Co-Founder, Passchal
3:00-3:30	Networking Break Sponsored by Benjamin Moore Paints (Tours of GHRI)	
3:30-4:00	Generation "Y"	Take Two and TEXT Me in the Morning: How to Activate and Engage Generation Y Michael Parrish DuDell, Senior Editor, Ecorazzi.com
4:00-4:30	Sustainable Business Model	Building a Winery on Three E's: Economics, Environment and Social Equity Tim Thornhill, Partner, Mendocino Wine Company
4:30-5:00	Value-Based Promotion	Authentic Marketing: Corporate America's Next Big Challenge John Rooks, CEO/Founder and Alisa Conroy, VP of Strategy, The SOAP Group
5:00-7:00	Networking Reception Sponsored by Parducci Wine (Tours of GHRI)	

DAY TWO – Thursday, May 12, 2011 @ The Hearst Tower

8:00-9:00	Networking Breakfast Sponsored by TheDailyGreen.com (Tours of GHRI)	
9:00-9:15	Welcome	Nan McCann, President, PME Enterprises and Co-Founder, Good And Green [®] Steve Thomas, TV Host, Principal, Steve Thomas Home and Conference Emcee
9:15-9:45	New Research	Jump Starting the Movement – Insight and Foresight from the GfK Roper Green Gauge[®] Studies Holly Heline Jarrell, Group Managing Director and Tim Kenyon, Manager, Consulting, GfK Roper Consulting
9:45-10:15	Case Study	Lean Back, Lean Forward and Deliver on Our Green Promise: Treading "Greenly" with a Big Impact and Huge Reach Nick Harris, Director of Digital Marketing, Benjamin Moore Paints
10:15-10:45	Marketer Interview	Helping End Deforestation, One Sales Rep at a Time: Avon's "Hello Green Tomorrow" Campaign Diane MacEachern, Founder/CEO, Big Green Purse Interviews Susan Arnot Heaney, Director, Corporate Responsibility, Avon
10:45-11:15	Networking Break Sponsored by GfK Roper Green Gauge[®] Report (Tours of GHRI)	
11:15-11:45	Marketing Insights	More than Marketing: Nestlé Waters' Sustainability Story Bob Davino, Vice President of Marketing, Nestle Waters North America
11:45-12:15	Case Study	Inspiring Women to Be "Future Friendly": How P&G Harnesses Social Engagement to Show That Small Steps Can Make a Big Difference Aliza Freud, Founder and Chief Executive Officer, SheSpeaks, Inc.; Kara Gaffney, Social Engagement and Sustainability Manager, PainePR
12:15-12:45	Closing Keynote	The Pale Blue Dot: What is Green Building? Steve Thomas, TV Host, Principal, Steve Thomas Home and Conference Emcee
12:45	Closing Remarks	Nan McCann, President, PME Enterprises and Co-Founder, Good And Green [®]
12:55-1:15	Tours of GHRI	