



THIRD ANNUAL

THE GREEN MARKETING CONFERENCE

GOOD AND GREEN

NOVEMBER 17 & 18, 2009
CHICAGO CULTURAL CENTER

Presented by:



GfK Roper Consulting

PRE-CONFERENCE – Monday, November 16, 2009 @ The Hard Rock Hotel Chicago

6:00 – 7:30 pm *Pre-Conference Reception Sponsored by Cotton Inc. - The Hamer Room*

DAY ONE – Tuesday November 17, 2009 @ The Chicago Cultural Center

7:30 – 8:30 *Registration & Networking Breakfast Sponsored by Capitol Cups*

8:30 – 8:45	Welcome	Nan McCann, President, PME® Enterprises, LLC & Founder, Good And Green® Kimberly Bastoni, Group Managing Director, GfK Custom Research North America
8:45 – 9:30	Opening Keynote	<i>Green Consumers, Red Economy</i> Holly Heline Jarrell, Group Managing Director, GfK Custom Research North America
9:30 – 10:00	Case Study	<i>Facing the Future: The Role of Cotton in 2050</i> Berrye Worsham, President/CEO, Cotton, Inc.
10:00 – 10:30	<i>Networking Break Sponsored by The Shelton Group</i>	
10:30 – 11:00	Research/Marketing Insights	<i>The Invisible Network Powering Today's Green Brands</i> Richard Seireeni, President, Brand Architect Group; Author, <i>The Gort Cloud</i>
11:00 – 11:30	Case Study	<i>Reinventing General Motors</i> Mike Robinson, VP Environment, Energy and Safety Policy, General Motors
11:30 – 12:15	3 Workshops	<ol style="list-style-type: none"> <i>Idealism or Realism? What Do Consumers Actually Expect of Companies</i>, Annie Weber, SVP/GM, GfK Public Affairs & Media; Tim Kenyon, Senior Market Analyst, GfK Roper (5th Floor Millennium) <i>Motivating Mainstream Consumers to Make Sustainable Choices</i>, Suzanne Shelton, President/CEO, The Shelton Group (5th Floor Garland) <i>We Will Never be a Paperless Society</i>, Carol Ott, Business Development Manager – West Coast, Mohawk Fine Papers and Tom Pollock, Program Manager, Metafore (5th Floor Washington)
12:15 – 1:30	<i>Networking Luncheon Sponsored by Good And Green® E-ssentials</i>	
1:30 – 2:00	Green Market Insights	<i>Luncheon Keynote Speaker: Tim Thornhill</i> , Owner, Parducci Wine Cellars <i>So, You Think You are a Green Marketer? Prove It!</i> Ted Ning, Executive Director, LOHAS Conference
2:00 – 2:30	Case Study	<i>Engaging Customers with a Successful Offset Program</i> Pete Davies, President/Retail, TerraPass Lee Broughton, Director, Corporate Sustainability, Enterprise Rent-A-Car
2:30 – 3:15	Case Study	<i>Transforming Your Company Through Sustainability</i> Lyell Clarke, President, Clarke; Lynn Cecchi, Sales Coordinator, Clarke; Bob Domenz , President, Avenue Marketing; Diane MacEachern, President, Big Green Purse
3:15 – 3:45	<i>Networking Break Sponsored by Green Graffiti</i>	
3:45 – 4:30	New Research	<i>Environistas: Can Women Consumers Push Green into the Black?</i> Margaret McAllister, Principal, and Evelyn Olson Lamden, Principal, Red Kite Business Advisors Wendy S. Cobrda, President and Founder, Earthsense
4:30 – 5:30	Fast Company Panel	<i>Networks for Change</i> Moderator: Anya Kamenetz, Staff Writer, <i>Fast Company</i> . Panelists: Andrew Hargadon, Professor of Technology Management, Graduate School of Management, University of California, Davis; William Rosenzweig, Co-Founder, Managing Director, Physic Ventures; Jeff Weinberger, Chair, Cisco WebEx Green Initiative
5:30 – 7:00	<i>Networking & Meet the Speakers Reception Sponsored by GfK Roper Consulting</i>	
DAY TWO – Wednesday, November 18, 2009 @ The Chicago Cultural Center		
7:30 – 8:30	<i>Registration & Networking Breakfast Sponsored by Bee Leaf Bags</i>	
8:30 – 8:45	Welcome	Nan McCann, President, PME® Enterprises, LLC & Founder, Good And Green®
8:45 – 9:00	Case In Point	<i>The Story Behind Your Good and Green® Notebooks!</i> Crystal Vilkaitis, CEO, 3 Elements LLC
9:00 – 9:30	New Research	<i>Heroic Marketers Do More Than Promote</i> John Rooks, President & Alisa Conroy, Partner and VP Strategy, The SOAP Group
9:30 – 10:00	Case Study	<i>Going Green: Unexpected Learnings</i> Bill Morrissey, VP, Environmental Sustainability, The Clorox Company
10:00 – 10:30	<i>Networking Break Sponsored by Scott Naturals</i>	
10:30 – 11:00	Marketing & Certification	<i>Breaking Through the Green Noise Without Greenwashing</i> Sheila Gruber McLean, SVP/Director, NA ECO Network, MS&L Mark T. Petruzzi, VP, Certification and Strategic Relations, Green Seal
11:00 – 11:30	Customer Experience	<i>Making Green Convenient! Using Radio Frequency Identification</i> Mickey Brazeal, Author, <i>RFID Improving the Customer Experience</i>
11:30 – 12:15	3 Workshops	<ol style="list-style-type: none"> <i>Idealism or Realism? What Do Consumers Actually Expect of Companies</i>, Annie Weber, SVP/GM, GfK Public Affairs & Media; Tim Kenyon, Senior Market Analyst, GfK Roper (5th Floor Millennium) <i>Motivating Mainstream Consumers to Make Sustainable Choices</i>, Suzanne Shelton, President/CEO, The Shelton Group (5th Floor Garland) <i>We Will Never be a Paperless Society</i>, Carol Ott, Business Development Manager – West Coast, Mohawk Fine Papers and Tom Pollock, Program Manager, Metafore (5th Floor Washington)
12:15 – 1:30	<i>Networking Luncheon & Roundtable Discussions Sponsored by GfK Roper Consulting</i>	
1:30 – 2:00	Closing Keynote	<i>The Secret Psychology Behind Social Media Success Stories</i> John Marshall Roberts, CEO, Conceptual Age Media, Author, <i>Igniting Inspiration</i>
2:00	Closing Remarks	Nan McCann, President, PME® Enterprises, LLC & Founder, Good And Green® Holly Heline Jarrell, Group Managing Director, GfK Custom Research North America