This will be our day and our forum.... and it is only the beginning!

Our intent is to create a powerful dialogue about the relationship between human values and sustainability, with a particular focus on business and other large organizations.

Let this day to be a launching pad for collaborative action and generating an extended dialogue where human values become a natural part of any sustainability initiative.

Our central activity for the day will be roundtable dialogues inquiring into values and sustainability. Our dialogues will be enriched by keynote speakers and panel presentations.

We look forward to your participation today, and welcome you to our Forum!
OUR PARTNERS, SPONSORS & SUPPORTERS

Aspen Institute
Collins Family Foundation
Community Soup Kitchen of Morristown
Conscious Capitalism Institute
Floriography
Madison Hotel
REI-Recreational Equipment Inc
Sanofi-aventis
Transitioning to Green
Whole Foods Market
AGENDA

7:00-8:00  Yoga Workshop (Optional)

8:00-8:30  Greetings / Continental Breakfast
8:30-8:35  Opening of Forum by Daniel Twomey
8:35-8:40  President Adams Welcome of Participants
8:40-8:45  Remarks by Dean William Moore

8:45-8:55  Introduction of Forum by Eric Howard
8:55-9:00  Introduction of Keynote Speaker and Panel Members
9:00-9:40  Robert Sebbag, Keynote Speaker
9:40-9:50  Kate Curran, Panel Member
9:50-10:00 Morton Winston, Panel Member
10:00-10:15 Q&A Session

10:15-10:30 Break

10:30-10:40 Introduction to Roundtables by Peter Roche and Gerard Farias

10:40-11:40 Roundtable Dialogues
11:40-12:00 Report-Outs

12:10-12:30 Lunch
12:30-1:00 Arturo Condo, Luncheon Speaker (Introduced by Guillermo Reina)
1:10-1:15 Introduction of Keynote Speaker and Panel Member by Meric Ozgur

1:15-2:00 Jeffrey Hollender, Keynote Speaker
2:00-2:10 George Burrill, Panel Member
2:10-2:25 Q&A

2:25-2:40 Break

2:40-2:50 Open Space Grouping by Peter Roche and Gerard Farias

2:50-4:50 Roundtable Dialogues
4:50-5:45 Posting and Reports (3-4 minutes each)
5:45-6:00 Conclusion by Daniel Twomey and Eric Howard

6:00-7:00 Reception with music by special guest, Marina Diaz

7:00-9:00 Fulbright Film Festival
ABOUT US...

The Fulbright Academy of Science & Technology (FAST) is an independent organization committed to improving the state of the world by energizing communities of Fulbright alumni. Based in Maine and operating worldwide, FAST enables exploration of issues, trends and technologies, and empowers the alumni to tackle critical problems in their sector, their community or their country. FAST is not affiliated with the Fulbright Exchange Program, US Department of State, or the US Fulbright Association. In addition to hosting conferences and forums, FAST also provides customized services to members. Members come from all scientific disciplines (including social sciences), and from the corporate, academic, research, NGO and governmental communities.

The Institute for Sustainable Enterprise (ISE), Silberman College of Business, Fairleigh Dickinson University (FDU) is based at the Madison, NJ campus of FDU, the largest private university in New Jersey. ISE’s mission is to bring people together to learn how to live and manage sustainably - thinking and acting in ways that simultaneously take social, environmental, and economic factors into consideration from both a short and long-term perspective. Located 30 minutes west of New York City, ISE educates current and future leaders of business, government, nonprofit, and educational institutions about managing sustainably by focusing on products, processes, and services that add value to organizations and are beneficial to people and the planet. Its strengths are its multi-disciplinary approach, its network of academics, executives, consultants and NGO representatives, and its ability to create collaborative dialogue about solutions to complex sustainability issues.
OUR KEYNOTE & PANEL SPEAKERS

**Robert Sebbag**, Vice President, Access to Medicines, Sanofi-Aventis, develops access to medicine for the Southern Hemisphere. He teaches public health within the Paris hospital system, focusing on tropical parasitic diseases, is active within the French Red Cross, and has participated in numerous health missions in the Southern Hemisphere.

**Kate Curran**, founder of the *Giving Projects*, previously held a series of roles of increasing responsibility over ten years with the General Electric Company. As Vice President, External Affairs for GE Money - Americas, she designed GE's first large Community Reinvestment Act program, overseeing more than $100,000,000 in community development investments and grants, earning an "Outstanding" investment rating from federal bank regulators. She also led government relations initiatives, generating both revenue and cost savings for GE, and fostered strategic relationships with consumer activists and opinion leaders. *Giving Projects* are concrete, high impact projects of short duration, designed to inspire giving with transparency, efficiency and tangible results and lasting infrastructure for the community.

**Morton Emanuel Winston** is Professor of Philosophy at the College of New Jersey. Morton is Honorary Chairman of the Board of Directors of Amnesty International - USA. From 1985-1991 he served as Director of the South Africa Coordination Group of AIUSA, served as a member of AIUSA's national Board of Directors from 1991-1997, and as Chair of the Board from 1995-1997. He was founding Chair of the Business and Economic Relations Group of Amnesty International USA.
Arturo L. Condo is Rector of INCAE, a leading Latin American business school. At CLACDS, INCAE’s Center for Competitiveness and Sustainable Development, he led a team of professors and researchers that support private and public leaders in Latin America in their efforts to strengthen competitive clusters and to develop national and local competitiveness programs that seek to improve current levels of development. He also serves as Senior Institute Associate of the Institute for Strategy and Competitiveness at Harvard Business School. Arturo Condo received his doctoral degree from Harvard Business School. His undergraduate studies in electronic engineering were conducted at the ESPOL in Ecuador, where he majored in biotechnology and information systems.

Jeffery Hollender is President and "Chief Inspired Protagonist" of Seventh Generation, Jeffrey Hollender is a well-respected leader in the socially and environmentally responsible communities. An entrepreneur at heart, his first business ventures were rooted in adult education. Jeffrey Hollender began with not-for-profit organizations, including a learning exchange that offered practical and professional development classes and an adult education and audio-publishing company; both were social and financial successes. After his tenure as president of Warner Audio Publishing, New York City, Jeffrey Hollender acquired a small mail order catalog of energy conservation products, Renew America, which eventually blossomed into Seventh Generation.

George Burrill, founder of ARD, Inc., was Chief Executive Officer from the firm’s inception in 1977 until 2007. Under his leadership the firm grew into one of the premiere international economic development consulting firms in the U.S., with a staff of over 700 employees and revenues over $120 million a year. Focused mainly on the developing countries of Africa, Asia, Latin America and the transitional states of the former Soviet Union and Eastern Europe, the firm developed a project portfolio in the areas of agriculture, environment and natural resources, water supply, renewable energy, financial analysis, as well as building democracies and the institutions and civic societies that sustain them.
OUR ADVISORY BOARD

Peter Roche is a founding partner of The London Perret Roche Group LLC, (LPR). His passionate interest in collaborating with visionary leaders as they re-invent their enterprises to produce results, which often they considered were unattainable, is what led to the founding of the firm. Peter’s successful career as a practitioner and consultant were preceded by seven years as Board member and CEO of a subsidiary of a UK-based multinational firm. Prior to that, Peter’s career included other board and senior line management positions. Peter is a frequent speaker at international conferences, as well as a writer and advisor to academic and not-for-profit organizations. He has worked with business and government leaders in Eastern European countries supporting their transition from a planned economy to a market economy.

Lawrence Pratt, the winner of the Aspen Institute Faculty Pioneer Award in 2006, is Director of the Latin American Center for Competitiveness and Sustainable Development (CLACDS) at the INCAE Business School (Alajuela, Costa Rica). At INCAE, he is founder and director of several internationally recognized programs such as the Ecobanking Project (www.ecobanking.com) and the Sustainable Markets Intelligence Center (www.cims-la.com). Mr. Pratt also serves as a consultant and advisor to various multilateral organizations, manufacturing, natural resources and financial services companies in the United States, Latin America and Europe. He is a graduate of the College of William and Mary (Virginia, USA), and holds a Master’s degree from the Yale School of Management (Connecticut, USA).

Veronica (Roni) Croucher joined sanofi-aventis in 1986 and has held positions of increasing responsibility in health, safety and environment as well as product stewardship. She has been involved in the field of CSR/sustainability since 2000 and is currently Director, Corporate Sustainability Projects with responsibilities at the corporate, regional and country levels. Veronica holds a B.A. degree in Biology from Caldwell College, Caldwell, NJ and received an M.S. degree in Pharmaceutical Sciences (concentration in toxicology) from St. John’s University, NY. Additionally, Roni mentors students and alumni from her alma mater, St. John’s University. She currently resides in Bridgewater NJ with her husband.

Rawaa Al Saadi, a Fulbright Scholar, is a co-founder and partner of Cornerstone Global Associates, managing the sustainability portfolio in her capacity as the Director of the Sustainability Division and playing a leadership role in managing the Business Strategy Division. She has proven expertise managing projects and programs that influence development and sustainability at the community, national and international level. Rawaa was instrumental in establishing the UNDP’s Global Environment Facility/Small Grants Program in Syria where she was the SGP’s National Coordinator working with NGOs, local communities, and indigence groups on projects aimed at environmental conservation, poverty alleviation and local empowerment. Rawaa also has worked as a consultant for the UN’s Food and Agriculture Organization, European Commission, and Ministry of Irrigation and State Planning Commission in Syria.

Chris Faison is a Clinical Project Manager at Galderma, Inc. He is a board member of Net Impact New Jersey Chapter, an organization dedicated to improving the world through business. In addition to contributing to sustainability education and awareness programs, Chris has been involved with the Great Swamp Watershed association on a volunteer basis since 1993. In his pharmaceutical career, he worked with sanofi-aventis’ Sustainability group. Earlier, Chris was a Clinical Trial Manager for post-marketed products in sanofi-aventis’ Clinical Operations group. Chris has over eleven years of pharmaceutical industry experience. Chris earned his B.S. degree in Environmental Biology from Kutztown University and is currently a candidate for an MBA in Pharmaceutical Management at Fairleigh Dickinson University.
Mary C. Gentile is Director of the business curriculum, Giving Voice to Values; Senior Research Scholar at Babson College; and an independent consultant based in Arlington, Massachusetts. Previously, Dr. Gentile was a faculty member, researcher, and administrator at the Harvard Business School. As an independent consultant (1995-present), she works with corporate, non-profit and academic institutions on curriculum development, executive coaching, issue definition and strategy related to leadership development, social impact management, ethics, business education and diversity. Giving Voice to Values, launched by Aspen BSP and Yale School of Management, is a pioneering approach to values-driven leadership and has been featured in the *New York Times, Financial Times, Harvard Business Review* and *BizEd*, and is being piloted in scores of business schools around the world. A book is forthcoming from Yale University Press in 2010.

Rich Leimsider joined the Aspen Institute in March 2005. As Director of the Center for Business Education, he uses his experience at the intersection of business and nonprofits to better prepare managers for the social and environmental complications of modern business. Rich also supports Aspen's CEO Roundtable and leads a number of marketing, strategic planning, and development projects. Rich joined the Aspen Institute after a stint as a social entrepreneur. He has also worked with Habitat for Humanity, City Year, the City of New York, and Teach for America. Rich is a graduate of Harvard Business School, and attended the University of Texas at Austin School of Social Work and Williams College.

Joseph Holland, a Fulbright Scholar, is Professor of Philosophy and Religion at St. Thomas University, specializing in the relationship between religion and society. He holds a Ph.D. from the University of Chicago and was a Fulbright Scholar at the Universidad Católica in Santiago, Chile. He is also the President of the U.S. federation of Pax Romana, an International Catholic Movement for Intellectual & Cultural Affairs, a global network of intellectuals and professionals committed to human rights especially in the third world. Prior to his present position, Dr. Holland served on the staff of the Center of Concern, a Washington DC international research and educational institute, and later as the founding Executive Director of PILLAR, a research and educational institute at Seton Hall University in New Jersey. Dr. Holland has lectured at many institutions both in the U.S. and abroad. In 1986 he received the Isaac Hecker Award for Social Justice, and in 2002 he was awarded the Athena Medal of Excellence by the Andean University of Peru.

Mark J. Wolff received his J.D., magna cum laude, from Nova Southeastern University School of Law, and LL.M. from New York University Graduate School of Law. He was in private practice for almost a decade before being appointed Assistant Dean at St. Thomas University School of Law. Professor Wolff specializes in teaching courses in tax law. He was elected to public office in 1987 serving as Vice Mayor and Commissioner for the City of Coral Gables, Florida. Professor Wolff is a member of the Florida Bar, the federal bar of the Fifth and Eleventh Circuits, the Supreme Court of Florida, the United States Tax Court, and the Supreme Court of the United States. He is currently Executive Director of the Miami-Dade County Educational Facilities Authority and a member of the Board of Directors of the Human Rights Institute at St. Thomas University. Professor Wolff also serves as the main representative to the United Nations.

Dr. Marianne Hattar-Pollara, a Fulbright Scholar, is Vice-Chair of FAST and Chair of the Global Nursing and Health Expert Panel, American Academy of Nursing. Dr. Pollara was professor of nursing at Azusa Pacific University in California. Her three decades of academic and professional services have significantly contributed to the knowledge base of women’s health at both the national and international levels. She is recognized for her expertise, research and innovations in women’s health, particularly that of immigrant women. Her research and publications examine cross cultural and global women’s health issues and international nursing. At Azusa, she has developed and achieved full accreditation for the Nursing Ph.D. program. Her Fulbright research involved using saliva cortisol to investigate Jordanian women’s physiological stress responses.
Mauricio Cardenas, a Fulbright Scholar, is a Senior Consultant with BST (Behavioral Science Technology), where he is responsible for coaching, training and consulting on safety performance improvement, organizational culture change, and leadership assessment and transformation processes at client organizations such as Shell, Chevron, Conoco-Phillips, Unilever, Akzo Nobel and Oxy Chemicals in the U.S., Brazil, Colombia and Venezuela. He has 30 years of experience as a business and organizational development consultant, coach and trainer in the U.S., Spain, England, Denmark, Sweden, Hong Kong, Mexico, Puerto Rico, and Central and South America. He helps organizations build up and sustain their capabilities to compete in the global marketplace while promoting their employees’ innovation, learning, and performance improvement skills.

Jo Anne Murphy is the Director of United Nations Programs for Fairleigh Dickinson University [FDU] in New Jersey. She represents FDU on the UN’s NGO Committee on Indigenous Peoples, the NGO Committee on Human Rights, and the NGO Committee on Disarmament, Peace and Security. Dr. Murphy successfully spearheaded FDU’s application to the UN’s Economic and Social Council for Special Consultative Status [ECOSOC]. Other initiatives successfully launched by Dr. Murphy include FDU partnership in higher education with the African Union [AU], and the FDU Office of Global Learning's new partnership with the prominent NGO engaged with youth programs at the United Nations, Friendship Ambassador Foundation.