

CSR Performance Summit

OPPORTUNITY IN A TIME OF TRANSITION

MAXIMIZING BUDGETS, ENSURING PROFITABILITY, & MEASURING PERFORMANCE
MAY 11-13, 2009, NEW YORK, NEW YORK • NEW YORK CITY CONFERENCE & TRAINING CENTER

FOCUS ON:

→ MARKETING, BRANDING AND MESSAGING

— Explore costs and benefits of transparency, reporting, and communications campaigns

→ SMART FINANCE AND STRATEGIC DECISION-MAKING

— Secure your competitive edge by cutting costs, gaining efficiency, and maintaining impact

→ MONITORING AND MANAGING SUPPLY CHAINS

— Improve your performance by partnering and managing along the supply chain

→ ENGAGING AND RETAINING EMPLOYEES

— Build a plan to engage & retain employees of all types through CSR initiatives & volunteering

Gain Information and Skills To:

- Maximize your CSR budget and impact
- Sharpen planning and assessment skills
- Enhance capacity to innovate and communicate
- Align CSR initiatives with business strategy
- Develop and implement smart marketing strategies
- Determine the outcome-oriented evaluation plan that works for you
- Assess employee bandwidth and needs
- Understand CSR regulatory and policy context moving forward
- Measure, manage and demonstrate the ROI of CSR

PRESENTED BY:



Global Strategic Management Institute

MEDIA PARTNERS:



LEARN
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METHODS
TO ENSURE
RESPONSIBILITY &
PROFITABILITY!

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ALIGN STRATEGY & CORPORATE RESPONSIBILITY TO SURVIVE AND THRIVE IN DIFFICULT ECONOMIC TIMES AND BEYOND

Dear CSR Executive,

2009 promises to be an historic year. With the combination of an economy in crisis, a presidential agenda for change, and environmental issues topping the global agenda, the opportunities for companies to define themselves through corporate responsibility programs are endless! Yet to do it well in this complex time, leaders must be ever more focused, strategic, and outcome-oriented. At CSR Performance Summit you will sharpen these skills, learning to align each initiative with strategy and to establish a foundation in meaningful metrics, research, and industry best practices.

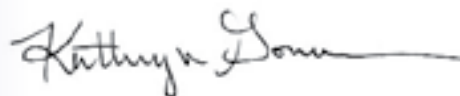
Many corporations have proven that corporate responsibility initiatives are essential to their bottom-line success – whether because of mitigated risks, cost-savings, increased brand equity, or consumer loyalty. It's the right thing to do – but increasingly, programs must be able to demonstrate their successes to stakeholders, hold themselves to ever higher standards, and stay focused to deliver on their promises. Now is the time to sharpen those skills, to share best practices, and to continue to innovate – or risk being left behind.

At CSR Performance Summit 2009, CSR executives will focus on taking their programs to the next level. Through expert panels, case studies, networking sessions, and keynotes from thought leaders in the field, you will:

- Learn strategies to strengthen your current programs
- Harness a skill set to demonstrate outcomes
- Discuss the costs and benefits of transparency in today's society
- Assess the CSR field globally and locally, including policy implications for the future
- Solidify your commitment to doing well and doing good
- Measure, manage, and demonstrate the ROI of your CSR program

Join GSMI on May 11 - 13, 2009 in New York City for CSR Performance Summit 2009 to share best practices and further your corporate responsibility program and hone your ability to harness a competitive advantage. Register today by calling 888-409-4418 or visit us at www.gsmiweb.com. I look forward to seeing you in May!

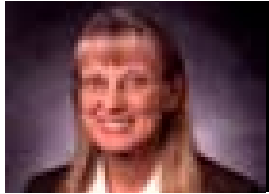
Regards,



Kathryn Gonnerman
Director of CSR Programming, GSMI

REGISTER TODAY! 888.409.4418 – WWW.GSMIWEB.COM

FEATURED KEYNOTES AND CASE STUDIES



**Lauralee Martin, COO and CFO,
Jones Lang LaSalle**



**Theresa Ellis,
CEO, Common Impact**



**Dave Rapaport, Senior Director,
Corporate Consciousness, Seventh Generation**



**Bart Houlahan,
Co-Founder, B Corporation**



**Dave Stangis, Vice President
of Corporate Responsibility,
Campbell Soup Company**



**Jack Watters,
Vice President External
Medical Affairs International, Pfizer**



**Anthony Owens, Senior Director,
Partnerships and Communication,
Corporate Citizenship, Sodexo**



**Edna Conway,
Senior Director,
Advanced Compliance
& Social Responsibility,
Global Supply Chain
Management,
Cisco Systems, Inc.**



**Mary Wong, President,
Office Depot Foundation**



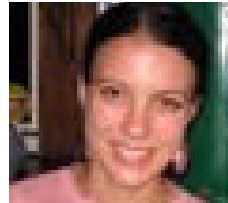
**Jay Romans, Senior Vice President of People,
Waste Management**



**Jamie Welsh, Co-Founder,
10% Solution**



**Amy Shea,
Executive Vice President, Brand Keys**



**Sol Milius, Senior Manager,
Global Training Service, STR**

“Overwhelmed with all the information and what to implement in our company. I’m really glad I came!”

VP, Nordstrom, Inc.

WHO SHOULD ATTEND:

- * CEOs
- * CFOs
- * SVPs and VPs of Strategic Management
- * SVP of Finance
- * SVP of Human Capital
- * VP of Corporate Responsibility
- * VP of Marketing & Communications
- * VP of Branding
- * VP of Philanthropic Causes
- * VPs and Directors of Strategic Planning
- * Sustainability Officers
- * Community Relations Officers
- * Planning Strategists
- * Revenue Analysts
- * Business Planners



10

REASONS TO ATTEND

- ① Assess your metrics and evaluation techniques
- ② Learn the cutting-edge methodologies for measuring performance in CSR
- ③ Take away a tool-kit for communicating your CSR initiatives based on today's socially responsible customer
- ④ Assess your employee engagement and volunteerism programs
- ⑤ Calculate the ROI and SROI of your programs
- ⑥ Network with CSR professionals across industries
- ⑦ Discuss strategies to maintain CSR integrity in tough economic times
- ⑧ Learn strategies and tactics to maximize your budget
- ⑨ Evaluate your progress based on proven performance management frameworks
- ⑩ Design a strategically-focused, financially efficient CSR program to last

“Excellent speakers with a broad range of expertise – thank you!”

Director, Bush Brother Beans, Inc.

MONDAY MAY 11, 2009	9:30 AM	Preconference Workshop A: Balanced Scorecard and CSR: Tying in Strategy for Long-term Results
	12:30 PM	Networking Lunch
	1:30 PM	Preconference Workshop B: Strengthening the Business Case: Benchmarks, Metrics, and Market Research to Advance your CSR Program
	4:30 PM	Networking Reception

TUESDAY MAY 12, 2009	8:00 AM	Registration, Continental Breakfast
	8:30 AM	Reality Check: Remembering What's Important, Taking Care of the Business and the Community
	9:30 AM	Trends in CSR
	10:15 AM	Networking Coffee Break
	10:30 AM	Real Estate, Sustainability, and Smart Decisions
	11:15 AM	When 1+1=4: Maximizing Your Philanthropic Dollars during Tough Economic Times
	12:00 PM	Networking Lunch
	1:00 PM	Change Management and Corporate Responsibility – Creating Buy-In with Your CEO, Board, Employees, Suppliers, and Distributors
	1:45 PM	Managing Your Messaging, Understanding the Socially Responsible Consumer
	2:30 PM	Global Monitoring in a Global Marketplace
	3:15 PM	Networking Coffee Break
	3:45 PM	Technology Pushing Transparency: How the Web Propels Corporate Responsibility
	4:30 PM	Voluntarism and the Bottom Line: How Employee Volunteerism Strengthens a Company
	5:15 PM	Networking Reception

WEDNESDAY MAY 13, 2009	8:00 AM	Registration, Continental Breakfast
	8:30 AM	Grading your Green: Product Sustainability Scorecards
	9:30 AM	Innovation and Branding Internationally: Working Strategically to Effect Change
	10:15 AM	Networking Coffee Break
	10:30 AM	Policy Round-up: New and Upcoming Legislation – What It Means For You
	11:15 AM	Top 10 Essential Skills for Every CR Professional: How to Recruit and Retain Employees Who Fit
	12:00 PM	Networking Lunch
	1:00 PM	Making Waves: Greening the Supply Chain, Multiplying Your Impact
	1:45 PM	Innovation, Partnerships, and Bottom-line Benefits
	2:30 PM	Networking Coffee Break
	3:00 PM	Third-Party Certification – What's in a Label?
	3:45 PM	Weathering the Storm: The Importance of Sticking to CR Programs in Difficult Times
	4:30 PM	Adjourn

MONDAY, MAY 11**9:30 AM Preconference Workshop A: Balanced Scorecard and CSR: Tying in Strategy for Long-term Results**

Many companies recognize that corporate responsibility initiatives must be linked to business strategy to succeed. But many stop short of incorporating these strategic goals into the overall management, operations, and performance systems of the organization. In this session, you will:

- Learn to incorporate CSR into the overall company strategy.
- View performance from multiple perspectives
- Take away a toolkit to create a comprehensive analysis of your CSR initiatives

12:30 PM Networking Lunch**1:30 PM Preconference Workshop B: Strengthening the Business Case: Benchmarks, Metrics, and Market Research to Advance your CSR Program**

Robert Pasikoff, President, and Amy Shea, Executive Vice President, Brand Keys 

Corporate responsibility programs require innovation and inspiration – but even more so for long-term programs, they require solid research, planning, metrics, and evaluation tools. The best programs start with great ideas, and realize those great ideas through sound business practices. Learn key strategies for research, planning and evaluation that will allow you to:

- Take smart risks → Create world-class programs
- Know when to adjust your trajectory

This session will address challenges and provide practical advice about identifying useful metrics, pursuing cost-effective research, and learning from your past experience effectively.

4:30 PM Networking Reception**TUESDAY, MAY 12****8:00 AM Registration, Continental Breakfast****8:30 AM Reality Check: Remembering What's Important, Taking Care of the Business & the Community**

Dave Stangis, Vice President for CSR and Sustainability, Campbell Soup Company 

In troubled times, companies must maintain focus. Companies have a choice in how they focus – whether solely on the bottom line or on the triple bottom line.

Focus, strategy, and core values that everyone supports lead to success in the long-term. Learn great strategies for:

- Staying true to your goals → Maintaining trust in tough times
- Staying financially viable through strategic decision-making

9:30 AM Trends in CSR

Chris Deri, Executive Vice President, Director of Global CSR Program, Edelman 

Explore the latest trends, innovations, and must-haves in CSR and sustainability. In a field that is constantly evolving, it's imperative to understand the latest trends and upcoming issues in order to develop strategic business and communications strategies that drive growth. Learn what we can expect to see this year, next year and beyond.

10:15 AM Networking Coffee Break

“Nice mix of speaker topics – the environment encouraged audience interaction, which was most informative.”

- Participant, Jones Lang LaSalle

TUESDAY, MAY 12 (CONTINUED)**10:30 AM Real Estate, Sustainability, and Smart Decisions**

Lauralee Martin, COO and CFO, Jones Lang LaSalle



Real estate can be one of the largest factors in a company's carbon footprint, or in its asset base.

In today's economy, businesses are exploring ways to maximize their real estate assets, and sustainability initiatives are key among these. In this session:

- Learn smart and clever options to save on real estate costs
- Explore options to maximize your own real estate investments
- Understand the role of sustainability as a solution to real estate concerns in a down economy.

11:15 AM When 1+1=4: Maximizing Your Philanthropic Dollars during Tough Economic Times

Mary Wong, President, Office Depot Foundation



With rising demand for nonprofit services and sinking donations, corporate philanthropy is more important

now than ever. Companies also need to make sure that every dollar goes as far as it can. You will:

- Discuss key elements to successful philanthropy in hard economic times
- Take away tools to align strategy and philanthropy
- Learn strategies to stretch every dollar to its fullest extent

12:00 PM Networking Lunch**1:00 PM Change Management and Corporate Responsibility – Creating Buy-In with Your CEO, Board, Employees, Suppliers, and Distributors**

You're convinced, and the story gets more convincing over time – CSR is essential.

But with each step in the maturation of a corporate responsibility program, we have to ensure buy-in – whether with your CEO, Board, employees, suppliers or distributors.

- Discuss strategies and tactics to create buy in with these constituents
- Learn from successes and failures through case studies
- Take away key lessons to overcome roadblocks and ensure your program's long-term success

1:45 PM Managing Your Messaging, Understanding the Socially Responsible Consumer

Amy Shea, Executive Vice President, Brand Keys



Communicating your vision and your actions is essential, and doing it right even more important.

- Ensure that you'll stay dry in a world of greenwashing
- Examine the key elements to a successful communications campaign
- Understand the complexities of the socially responsible consumer
- Find out about original research outlining what brands can do to solidify their messaging

2:30 PM Global Monitoring in a Global Marketplace

Sol Milius, Senior Manager, Global Training Service, STR



Globalization has led to global supply chains and

dispersed labor. How is any company to fully understand the impact of its operations throughout the world, especially given the fact that many factories and partners create a rosy picture when visitors arrive? In this session:

- Explore the strategies and tactics global monitoring firms like STR use to answer these questions
- Learn about a movement to establish an industry standard across monitoring firms
- Take away tips for managing and adjusting responsible sourcing programs in the constant flux of the global marketplace

3:15 PM Networking Coffee Break

TUESDAY, MAY 12 (CONT'D)

“Well done, integrated point of view on CSR/Sustainability and how to make progress.”

HIP Investor

3:45 PM Technology Pushing Transparency: How the Web Propels Corporate Responsibility

Ryan Mickle, Co-Founder, Triple Pundit



Social media propels corporate responsibility –

consumers voice opinions, organizations create grassroots advocacy, and discussions abound.

Internet sites pop up like popcorn, and no individual can keep up with the proliferation. In this session, hear about:

- The latest in social media and grassroots advocacy online
- Ways for companies to interface with social media proactively and wisely
- Expectations of Web 2.0 users and how companies need to plan for the future

4:30 PM Voluntarism and the Bottom Line: How Employee Volunteerism Strengthens a Company

Theresa Ellis, CEO, Common Impact & Emily Talley, Senior Director, Community Relations, Capital One



COMMON IMPACT



As with all other aspects of CSR, volunteerism succeeds when tied into strategic decision-making.

Common Impact works with its partners to craft a carefully planned and implemented skills-based

volunteering programs, creating a solutions that have a double-bottom line impact for companies,

their employees, and the nonprofits with whom they work. In this session:

- Understand the pitfalls and surefire methods for success
- Learn the secret to an integrated program that contributes to the bottom line for both the company and nonprofit partners

5:15 Networking Reception

WEDNESDAY, MAY 13

8:00 AM Registration, Continental Breakfast**8:30 AM Grading your Green: Product Sustainability Scorecards**

Dave Rapaport, Senior Director of Corporate Consciousness, Seventh Generation



Product scorecards can help companies to measure their progress in the journey toward greater sustainability as well as inform customers about impacts and benefits of individual products.

- Learn about Seventh Generation's current initiative to develop product scorecards
- Understand methodology for choosing and developing data categories, indicators and metrics
- Hear about cross-departmental engagement necessary to capture all phases of the product lifecycle
- Discuss how best to simply communicate complex, sometimes abstract data in ways that will impact company decision-making and also resonate with consumers
- Explore the possibilities for building on this idea and customizing to your business

9:30 AM Innovation and Branding Internationally: Working Strategically to Effect Change

Jack T. Watters, Vice President External Medical Affairs International, Pfizer



The world of medicine moves quickly, and the global community changes even more quickly. Focusing on progress in the international arena,

Pfizer has implemented solid partnerships, ground-breaking pharmaceuticals, and important communications initiatives to address issues of HIV/AIDS around the world.

- Learn tips and strategies for choosing appropriate partnerships
- Hear about communications and branding campaigns that marry domestic and international concerns
- Take away methods to maintain cutting-edge innovative practices
- Explore the considerations necessary for international and intercultural projects

10:15 AM Networking Coffee Break

WEDNESDAY, MAY 13 (CONT'D)**10:30 AM Policy Round-up: New and Upcoming Legislation – What It Means For You**

This session will address the key questions:

- What can we expect from the Obama administration?
- Are there big changes still to come, and how do we adjust to the changes already underway?
- Companies who stay ahead of policy maintain their options and independence. Stay abreast of the policy realm and avoid having to take a reactive stance.

11:15 PM Top 10 Essential Skills for Every CR Professional: How to Recruit and Retain Employees Who Fit

Jay Romans, Senior Vice President of People, Waste Management



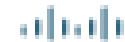
Corporate responsibility officers have long understood that we will see an increasing demand for jobs that offer social value as well as

financial and professional satisfaction, especially from the Millennial Generation. What do we look for, then, from these talented employees? In this session:

- Hear about key skills essential for every CR professional
- Learn strategies to recruit and retain talent
- Explore the key attributes to look for as you hire from an increasingly socially-minded pool of talent.

12:00 PM Networking Luncheon**1:00 PM Making Waves: Greening the Supply Chain, Multiplying Your Impact**

Edna Conway, Senior Director, Advanced Compliance & Social Responsibility, Global Supply Chain Management, Cisco Systems, Inc. CISCO



Increasingly, corporations are held responsible for the actions of their partners up and down the supply chain. Many companies recognize the multiplier effect of greening their supply chains but find the lack of direct control impedes their ability to execute on their sustainability agenda. The strategist behind Cisco's green supply chain initiative shares how Cisco developed a holistic, green supply chain framework and then worked collaboratively with its partners and industry groups to translate that framework into meaningful action.

- Learn the 5 steps to supply chain sustainability
- Discuss how to weigh trade-offs, especially in tougher economic times
- Explore techniques and metrics to ensure real impact, not just surface compliance

1:45 PM Innovation, Partnerships, and Bottom-line Benefits

Anthony Owens, Senior Director, Partnerships and Communication, Corporate Citizenship, Sodexo



Corporate responsibility requires partnerships – most of us can't take an initiative from start to finish alone. Sodexo has learned the art of leading through partnership – introducing innovation and focusing on the little adjustments in operations that make a huge impact. Learn about Sodexo's experience and the tips and tricks to be successful in:

- Creating successful partnerships
- Leading through innovation and customization
- Tying initiatives into bottom-line benefits

2:30 PM Networking Coffee Break**3:00 PM Third-Party Certification – What's in a Label?**

Bart Houlahan, Co-Founder, B Lab & Jamie Welsh, Founder, 10% Solution



The general public is becoming more sophisticated and discerning about corporate responsibility. People recognize labels like EnergyStar, LEED certified, and 100% recycled. The labels consumers once understood, such as "organic," raise questions. At the same time, new labels are entering the mainstream – labels like B Corp and 10% Solution.

- Learn about the newest certification programs out there
- Assess which certifications are best for your company
- Understand how labels are made, marketed, and eventually mass-accepted.

3:45 PM Weathering the Storm: The Importance of Sticking to CR Programs in Difficult Times

Brandon Tidwell, Program Officer, Social Responsibility and Ethnic Outreach, FedEx Services



How will the public view your company 5 years or 10 years down the line? Times of crisis can reveal the true nature of a company and its intentions – and now is the time to commit to your core values, even while cutting budgets and adjusting expectations. Learn how successful companies address CSR in tough economic times – and why it is essential to make smart choices now, because now is when it really matters.

LOG IN AFTER REGISTRATION AND MAXIMIZE YOUR LEARNING EXPERIENCE:

- Online business network
- Targeted networking
- Establish peer groups
- Easy to use online format



<http://gsmiweb.com/community>

WELCOME RECEPTION

Monday, May 11, 5:00 PM

Don't miss this great opportunity to kick-off the conference, meet with peers, speakers and sponsors!



CONFERENCE RECEPTION

Tuesday, May 12, 6:00 PM

Cap off the day's activities with drinks and appetizers. Join our sponsors for prizes and or just enjoy and network with your peers. Ask us about our industry dinners!

ROUNDTABLE LUNCHESES

Over lunch, discuss conference content and share best practices with like-minded professionals, whether based on industry, or area of corporate responsibility. Take your conversation to the next level, and make contacts who will continue to contribute to your program and your thinking. Discuss the challenges of your particular area, and brainstorm with other talented top-notch executives.

RESPONSIBLE PRACTICES AT A RESPONSIBLE CONFERENCE

- Share organic meals and beverages
- Use biodegradable and recycled materials
- Skip paper altogether – take home presentations on CD
- Choose to offset your carbon output
- Take public transportation -- New York's public transit system is one of the most comprehensive in the world. Take advantage!
- Consider dinner at one of a number of recommended local and/or organic restaurants

GSMI'S CORPORATE SOCIAL OPPORTUNITY INITIATIVES:

- A percentage of all profits go to youth scholarships in San Diego
- Company culture is dedicated to telecommuting and virtual satellite offices
- GSMI operations are nearly paperless
- GSMI supports employee volunteerism in the community



REGISTER TODAY!

For groups of 3 or more, please contact Byron Mignanelli, at byron@gsmiweb.com or 888.409.4418

Name

Title

Department

Company

Mailing Address

City State Country (if applicable)

Telephone Fax

Email

I would like to sign up for a preconference workshop
 Yes No

If so, which workshops?

Workshop A Balanced Scorecard and CSR: Tying in Strategy for Long-term Results

Workshop B Strengthening the Business Case: Benchmarks, Metrics, and Market Research to Advance your CSR Program

Payment Method: Credit Card Check

Credit Card Type Credit Card Number

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VENUE

CSR Performance 2009 will be hosted at the **New York City Seminar and Conference Center**, located at **71 West 23rd Street, New York, NY 10010**

HOTEL

Hampton Inn Manhattan-Chelsea
108 West 24th Street, New York, New York, USA 10011 | Tel: +1-212-414-1000

Special Rate of \$259 has been reserved for all delegates.

Request "CSR Performance Summit" rate when making reservations.

EXHIBITING AND SPONSORSHIP INFORMATION

To learn more about exhibiting at CSR Performance Summit 2009, please contact Byron Mignanelli at 888.409.4418 or email him at byron@gsmiweb.com

TUITION

Individual Registration

Individual rates to attend the sessions of CSR Performance 2009 on May 11-13:

Pricing	Pay by March 20th	Standard
Conference Only	Save \$200 — \$1795	\$1995
Conference + One Workshop	Save \$200 — \$2290	\$2490
Conference + Two Workshops	Save \$200 — \$2590	\$2790

Nonprofit and Student:

Pricing	Pay by March 20th	Standard
Conference Only	Save \$100 — \$695	\$795
Conference + One Workshop	Save \$200 — \$1090	\$1290
Conference + Two Workshops	Save \$200 — \$1390	\$1590

Team Learning

Team learning pays! GSMI is pleased to offer discounted tuition fees for groups of 3 or more:

3 + people \$1595 each (US)

5 + people \$1495

7 + people \$1395

For team learning reservations of any group size contact Byron Mignanelli at (888) 409.4418 or e-mail him at byron@gsmiweb.com. *Note: No double discounts will apply

Pre-Conference Workshops

Prices for attending CSR Performance 2009 workshops on May 11:

One Workshop \$495 (US)

Two Workshops \$795

Administrative Note: A \$300 service fee will be charged on cancellations received less than four weeks from the date of the event. A credit memo will be sent reflective of your tuition rate minus the \$300 cancellation service fee. The remaining tuition funds will only be valid for a future conference and must be used within one year of the credit memo. If you do not cancel your registration before the day of the event, you will be charged for the full conference amount. As speakers are confirmed months before the event, some speaker changes or topic changes may occur in the program. Global Strategic Management Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.