

# working ON THE GREEN

..... MARKETS. PROFITS. BRANDING.

## **SUSTAINABILITY EXECUTIVE FORUM**

**June 9, 2009 – Rosen Shingle Creek - Orlando**

### **AGENDA**

- 8:00 AM Registration - Continental Breakfast
- 8:30 AM Welcome and Introductions
- Dave Tillis**, Chairman  
*Sustainable Florida – Collins Center*
- Tony Carvajal**, Executive Director  
*Florida Chamber Foundation*
- 8:45 AM An Introduction to Sustainability in Florida
- Tim Center**, Executive Director - Sustainable Florida  
Vice President, Collins Center for Public Policy
- 9:00 AM New Markets, New Ideas – Great Returns
- Diana Dobin**, Senior Vice President, Valley Forge Fabrics
- Nicole Kibert**, Esq., Real Estate & Finance Practice Group, Carlton  
Fields Law Firm
- John Zurcher**, General Manager, IKEA
- Break*
- 10:15 AM The Leadership Process
- Ian Olson**, Director of Sustainability, Darden Restaurants
- Michael Hewett**, Manager of Environmental Services, Publix Super  
Markets
- 11:20 AM Branding and Marketing – A Case Study
- Trish Michaels**, Principal, M4 Marketing
- 11:45 AM Taking the First Step
- Sustainable Florida Standards Pledge**
- Lunch*
- Noon Keynote Presentation – *The Next Business Crisis: Water*
- Cynthia Barnett**  
Author, *Mirage* and Senior Writer, *Florida Trend*

*Adjourn*



[www.SUSTAINABLEFLORIDA.org](http://www.SUSTAINABLEFLORIDA.org)

[www.COLLINSCENTER.org](http://www.COLLINSCENTER.org)

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