



SUSTAINABLE MANAGEMENT: Strategies and Tools for Energy & Extractive Industries

Presented by:
The University of Wyoming's College of Business and School of Energy Resources

Preliminary Agenda

March 6-7, 2012
Hilton Garden Inn & UW Conference Center
Laramie, Wyoming

Primary Objective: A set of seminars to enhance the knowledge and skills of energy industry stakeholders including industry managers, regulators, consultants, and policy makers in support of sustainable business practices – business planning and execution that preserves the commercial, social, economic, and ecological well-being of companies and their constituents.

Tuesday, March 6, 2012

4:00pm – 5:30pm Registration (Ballroom Foyer, Hilton Garden Inn & UW Conference Center)

5:00pm – 6:00pm Welcome Reception

6:00pm – 8:40pm Dinner and Keynote Speaker (details follow)

6:00pm – 6:15pm Welcome Remarks and Announcements
Dr. Owen Philips, Associate Dean of the College of Business, University of Wyoming

6:15pm – 7:15pm Dinner

7:15pm – 8:30pm Keynote Address
Dr. William Ward, Professor of Economics and Policy Studies, Clemson University.

Title: Energy Efficiency, Climate Change, and the Extractive Industries: Lessons from Low-Carbon Growth Portfolio Planning in China, Mexico, Colombia and Beyond.

William Ward is Professor of Economics and Policy Studies at Clemson University. He is a recognized authority on expert-based cost-benefit analysis methodologies in energy industries, and is currently working on the application of said methodologies to low-carbon growth investments in emerging countries. Professor Ward co-authored the World Bank policy statement on biofuels, served as a member of the International Advisory Board of the John Wiley WIREs Energy and Environment Project, and was appointed by the National Academies to review the experts' report on Renewable Fuel Standard: Potential Economic and Environmental Effects of U.S. Biofuel Policy (2011).

8:30pm – 8:40pm Closing Remarks and Announcements
*Dr. Mark Northam, Director of the School of Energy Resources,
University of Wyoming*

Wednesday, March 7, 2012

7:30am – 8:30am Registration and Breakfast (Ballroom Foyer, Hilton Garden Inn & UW Conference Center)

8:30am–10:00am **Session 1: Sustainability Strategies: When Does it Pay to be Green**
Dr. Renato Orsato, Professor, São Paulo School of Management

From a foundation of academic theory and empirical research, Dr. Orsato will speak to important factors in the formation and evaluation of sustainability strategies, and will help managers to prioritize sustainability investments and transform them into sources of competitive advantage.

Dr. Orsato is a professor at the São Paulo School of Management (EAESP) and Academic Director of the Centre for Sustainability Studies at the Getúlio Vargas Foundation (FGV). He is also a lecturer at the INSEAD Social Innovation Centre, Fontainebleau (France), and works with academic institutions, public organizations, and private businesses in more than 20 countries.

10:00am –10:15am Break

10:15am–11:45am **Session 2: Moral Courage: Building Ethical Strength in the Workplace**
Dr. Leslie Sekerka, Professor of Management, Menlo College

Starting from the assumption that all managers want to be ethical, Dr. Sekerka takes seminar participants through a series of exercises and discussion that strengthen their abilities to 1) apply multiple value sets to determine the right decision, 2) identify and overcome dangers and threats in pursuing the right decision, and 3) move beyond compliance to deliver decisions that are right and just to all company stakeholders.

Dr. Sekerka is Professor of Management at Menlo College and holds appointments in the Management and Psychology Departments. She is also Director of the Ethics in Action Research and Education Center at Menlo College, and holds an academic appointment at Santa Clara University's Markkula Center for Applied Ethics. She has delivered management workshops in the area of moral courage to a large number of companies, trade organizations, and Pentagon divisions.

11:45am –1:15pm **Lunch and Keynote Address: Sustainable Management Dilemmas and Real World Decision Making**
Rich Walje, President, Rocky Mountain Power (a division of PacifiCorp)

A. Richard Walje is president and chief executive officer of Rocky Mountain Power at PacifiCorp. He was appointed to this position in March 2006, and has executive management responsibility for the company's strategy, operations, community relations, regulatory affairs and customer service in Utah, Idaho and Wyoming.

Walje has worked in the electric utility industry since 1972, starting as a journeyman lineman. As an electrical engineer, he worked for General Electric's

power engineering business and focused on high-voltage equipment applications. During that time he was a member of IEEE's Power Engineering Society. He joined Utah Power & Light in 1984 as a substation design and applications engineer. With PacifiCorp, he has held senior management positions in transmission and distribution network operations, community relations, customer services and information technology. In 2000, Walje was named Scottish Power's chief information officer.

1:15pm –2:45pm

Session 3: Business Leadership for Society: A Macro Approach to Sustainability

Dr. Mark Peterson, Associate Professor of Marketing, College of Business, University of Wyoming

Building on management and marketing scholarship that emphasizes a holistic approach to business, Dr. Peterson will elucidate why large industrial producers, niche manufacturers, large and small retailers, start-up ventures, and NGOs are actively and increasingly pursuing sustainable business practices. From a series of case studies, Dr. Peterson distills wisdom from these firms that can be extended to practically all business sectors and companies of different sizes. Seminar participants will gain a more complete understanding of what their organizations will likely encounter as they pursue sustainable business practices.

Dr. Peterson is Associate Professor of Marketing in the College of Business at the University of Wyoming. His forthcoming book *Business Leadership for Society: A Macro Approach to Sustainability* will be published by SAGE Publications this year.

2:45pm –3:00pm

Concluding Remarks and Acknowledgements

Dr. John Mittelstaedt, Professor of Marketing and Department Head, Department of Management and Marketing, University of Wyoming

3:00pm

Meeting Adjourn



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