SUSTAINABILITY 2.0
Envisioning Business and the Urban Environment

part of the
DAVID BERG FOUNDATION SPEAKER SERIES

presented by
THE ROBERT ZICKLIN CENTER FOR CORPORATE INTEGRITY
CCI - CORPORATE COMMUNICATION INTERNATIONAL
and
THE STEVEN L. NEWMAN REAL ESTATE INSTITUTE
A Leader in Sustainability Education
Baruch College, CUNY

The William and Anita Newman Conference Center, Room 750
November 6, 2009
8:30 am - 2:00 pm
Sustainability 2.0

Envisioning Business and the Urban Environment

A conference sponsored by

The Robert Zicklin Center for Corporate Integrity
CCI - Corporate Communication International
The Steven L. Newman Real Estate Institute

Baruch College, CUNY

November 6, 2009

8:30 – 9:00 a.m. Registration & Refreshments
9:00 – 10:15 a.m. Water Panel

Moderated by Michael Goodman, PhD, Director
CCI - Corporate Communication International

Paul S. Mankiewicz, PhD, Executive Director
The Gaia Institute

Gary Rancourt, Worldwide Business Development Executive
Big Green Innovations
IBM Corporation

Beth Sauerhaft, PhD, Senior Manager
Environmental Stewardship
Pepsi Cola North America Beverages

10:15 – 11:30 a.m. Energy Panel

Moderated by Donald Schepers, PhD, Director
The Robert Zicklin Center for Corporate Integrity

G. Sandy Diehl, III, Vice President
Integrated Commercial Solutions
United Technologies Corporation

Reza Ghafurian, Technical Leader
Central Engineering
Consolidated Edison

Tom Schepers, Director
Systems Engineering
CISCO Systems

11:30 – 11:45 a.m. Break
11:45 a.m. – 1:00 p.m.  **Real Estate Panel**

Moderated by Jack S. Nyman, Director  
*The Steven L. Newman Real Estate Institute*

Michael P. Davidson, Senior Vice President, Corporate Workplace Executive  
*Bank of America*

Robert F. Fox, Jr., AIA, Senior Partner  
*Cook + Fox Architects LLP*

Scott E. Frank, PE, Partner  
*Jaros Baum & Bolles*

Amanda Kaminsky, LEED AP, BD+C  
Sustainable Construction Manager  
*One Bryant Park*

1:00 – 2:00 p.m.  **Networking Lunch**

Event location:  
The William and Anita Newman Conference Center  
Room 750  
151 East 25th Street  
New York, NY 10010
Speakers’ Bios

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WATER PANEL

Michael B. Goodman, PhD
Director
Corporate Communication International

Michael B. Goodman, PhD, is Professor at Baruch College/City University of New York, where he is also Director of the MA Program in Corporate Communication. The Founder and Director of CCI – Corporate Communication International – he is also Adjunct Professor of Corporate Communication at Fairleigh Dickinson University, where he was Professor and Director of the MA Program in Corporate and Organizational Communication. He is Visiting Professor of Corporate Communication at Aarhus School of Business (Denmark), University of Johannesburg (South Africa), Bangkok University, and Hong Kong Polytechnic University.

Professor Goodman has published widely. His most recent publications include Corporate Communication: Strategic Adaptation for Global Practice with Peter Hirsch (in press), Work with Anyone Anywhere: A Guide to Global Business, and Corporate Communication for Executives.

He is on the Editorial Advisory Board and Associate Editor for North America of Corporate Communication: An International Journal (UK). He is a member of the Arthur W. Page Society; a Fellow of the RSA (The Royal Society for the Encouragement of Arts, Manufactures & Commerce), London; a Fellow of The Society for Technical Communication; and a member of the Board of Directors of the Association for Business Communication.

Professor Goodman has been a consultant to more than 40 corporations and institutions on corporate communication, managerial communication, problem-solving, new business proposals, change, and corporate culture.

Paul Mankiewicz, PhD
Executive Director
The Gaia Institute

Dr. Paul S. Mankiewicz, Executive Director of the Gaia Institute, received his PhD from the City University of New York/New York Botanical Garden Joint Program in Plant Sciences. He holds patents on a modular, in-vessel composting system, an ultra-lightweight green roof plant growth medium, and a biogeochemical reactor to breakdown dioxins and PCBs.

Past president of the Torrey Botanical Society and board member of the NYC Soil & Water Conservation District, Dr. Mankiewicz has designed and built natural landscapes integrated with ecological filters to treat water, capture carbon, and lower energy costs in urban centers. A number of working models have been constructed, including the first green roof in the
Bronx, the first industrial-scale stormwater treatment meadow and green wall on a six-acre, truck-to-barge material handling site at SIMS recycling facility on the Bronx River, and the first process water/greywater treatment green roof on the Linda Tool Corporation in Red Hook, Brooklyn.

**Gary Rancourt**  
Worldwide Business Development Executive  
Big Green Innovations

Gary Rancourt is the global business development lead in IBM's Big Green Innovations group. He has over twenty-five years of experience in building and managing effective teams in business development, sales, product marketing and product development in IT companies, from Fortune 500 (IBM & Intel) to early-stage and start-up companies (Thinking Machines).

Big Green Innovations, one of several green business initiatives that IBM is pursuing, is focused on Strategic Water Information Management Systems. For decades IBM has been using its IT savvy to build digital infrastructure in the form of decision support systems that instrument and interconnect business processes, providing transparency and intelligence that improve operational efficiency and output while mitigating risk. It is now doing that for water – industrial water systems, municipal water systems, and natural water systems.

Mr. Rancourt holds a Bachelor’s degree in electrical engineering from Northeastern University and a Master’s degree from Harvard in math and physics.

**Beth C. Sauerhaft**  
Senior Manager, Environmental Stewardship  
Pepsi Cola North America Beverages

Beth Sauerhaft serves as the Senior Manager for Environmental Stewardship in the Pepsi Cola North America Beverages division of PepsiCo. In this position, she works with franchise bottlers and across divisions at PepsiCo to reduce the impact of their activities on the environment, including carbon footprinting; water, energy, and waste reduction; and sustainable agriculture.

Before joining PepsiCo in 2007, Ms. Sauerhaft worked for four years for the US Environmental Protection Agency as the Deputy to the Agricultural Counselor. In that position, she provided policy advice to the Agricultural Counselor, the Administrator, and other EPA managers on a variety of agricultural issues cutting across the agency’s functional responsibilities.

Prior to working at EPA, she worked for three years at the USDA Natural Resources Conservation Service (NRCS), where she held national leadership responsibility for Atmospheric Resource Quality Management issues. Prior to that, she was a NRCS District Conservationist in the Catskill Mountains of New York.

Ms. Sauerhaft earned a PhD in Rangeland Ecology and Management from Texas A&M University, with research in arid land agroforestry. She holds a Master’s of Environmental Management from Duke University, specializing in Natural Resource Ecology, and a BA degree in American Studies from Grinnell College in Iowa.


**ENERGY PANEL**

**Sandy Diehl**  
Vice President  
Integrated Building Solutions  
United Technologies Corporation

Sandy Diehl is responsible for enhancing United Technologies’ delivery of integrated cross-business unit solutions and expanding senior-level relationships with global customers. He also works closely with UTC Commercial business unit leadership to establish product and marketing strategies that deliver high performance and energy efficient building system solutions while making it easier for customers to obtain integrated commercial and technical solutions.

Mr. Diehl brings over 30 years of extensive cross-functional leadership experience to this new role. He joined Otis in September 1986. Over a series of progressively expanding roles, he quickly developed global, multi-functional expertise in marketing, general management, and product strategy and planning. Most recently, as Otis’s Senior Vice President, Strategy, Business Development & Communications, he provided global management direction related to the design, sourcing, marketing, and sales of Otis products and services. During the last 10 years, he has been a key member of the Otis senior leadership team and has built a strong network in the global building and construction community.

Mr. Diehl holds a Bachelor’s degree in Mechanical Engineering from Cornell University and an MBA from Harvard University. He is Chairman of the American Architectural Foundation in Washington, D.C.

**Reza Ghafurian, PhD**  
Technical Leader  
Central Engineering  
Consolidated Edison Company of New York

Dr. Reza Ghafurian joined Consolidated Edison’s Research & Development Department in 1985. In 1999 he was assigned as Manager of Transmission Engineering, in the Electrical Engineering Department. In March 2006 he was recognized as a Technical Leader for Underground Transmission Systems. In May 2007 he assumed responsibility for establishing and heading the new Third Generation (3G) System of the Future Department.

Dr. Ghafurian is an IEEE Fellow and Con Edison representative at industry organizations like the Electric Power Research Institute (EPRI) and the Association of Edison Illuminating Companies (AEIC). He served as the Chairman of the EPRI Underground Transmission Task Force from 1999-2004. He is the recipient of several awards, including Con Edison Environmental, Health & Safety Excellence Award, EPRI Product Champion Award, and EPRI Power Delivery Technology Champion Award. Prior to joining Con Edison, he was Associate Professor of Electrical Engineering at the Iowa State University.

Dr. Ghafurian has published more than 25 technical papers in the fields of underground transmission and power system analysis. He received his M.Sc. and PhD degrees from the University of London, Imperial College of Science and Technology in the UK.

**Tom Schepers**  
Director  
Systems Engineering – Corporate Office of the CTO, Borderless Networks - Worldwide Sales  
Cisco Systems

Tom Schepers joined Cisco Systems in 1995 as a Systems Engineer in Worldwide Sales. He later worked as a Consulting Systems Engineer and was promoted to Distinguished Systems
Engineer. During that tenure, he worked with major enterprise customers in developing architectural solutions in networking. In 2004 he began work in a corporate role supporting Worldwide Sales in developing technical strategy. In 2008 he was promoted to Director. He currently works on developing architectural and technical sales strategy for the global sales organization.

Prior to joining Cisco Systems, Mr. Schepers worked as a Senior Engineer in Telecommunications and Distribution Operating for Union Electric (now AmerenUE). He received his BSEE degree from the University of Missouri at Rolla and his MSEE degree from Washington University in St. Louis.

Donald H. Schepers, PhD
Director
The Robert Zicklin Center for Corporate Integrity

Donald H. Schepers, PhD, was appointed Director of the Robert Zicklin Center for Corporate Integrity in July 2009. He is Associate Professor in the Department of Management at Baruch College, City University of New York. Professor Schepers has taught business strategy at the undergraduate and graduate levels, and social and governmental environment of business at the undergraduate, graduate, and executive education levels. His field of specialization is business ethics, and the intersection of business, government, and society.

Prior to earning his PhD he taught high school science and mathematics, and was President of the Marianist Retreat and Conference Center, a small nonprofit conference center outside St. Louis, Missouri.

Professor Schepers holds an MBA from Tulane University, a Masters of Divinity from St. Michael's Faculty of Theology, University of Toronto, and a Masters of Science in Business Administration and a PhD in Business Administration from the University of Arizona. He has published in Organizational Behavior and Human Decision Processes, Business and Society Review, Business and Society, Journal of Business Ethics, Human Resource Management Review, and Journal of Behavioral and Applied Management. He also has numerous cases and book chapters to his credit. He is a member of the Society of Business Ethics; the Academy of Management; the Eastern Academy of Management; the International Society for Business, Economics, and Ethics; and the International Association of Business and Society.

REAL ESTATE PANEL

Michael P. Davidson
Senior Vice President
Corporate Workplace Executive
Bank of America

Michael Davidson is the Corporate Workplace Executive responsible for the Global Banking, Securities & Wealth Management (GBSWM) real estate portfolio at Bank of America (BAC). The portfolio encompasses 34-million square feet with an annual occupancy and capital cost of $2 billion. His team leads the development, measurement, and refinement of the GBSWM occupancy plan, ensuring integration of transactions and brokerage, design and construction, property management, business continuity, technology, risk, human resources, finance, and compliance.

Mr. Davidson recently led BAC’s integration of Merrill Lynch’s real estate portfolio, and he is now leading real estate optimization, line-of-business consolidation, and space disposition across the combined global portfolio. He led strategic planning for the BAC New York City portfolio, including occupancy planning for One Bryant Park, the LEED Platinum tower that is BAC’s NYC headquarters. Mr. Davidson joined BAC in September 2005. He has earned the Six
Sigma Green Belt Certification and is preparing to obtain LEED Accreditation for New Construction.

For Morgan Stanley, from 2000-2005 he led overseas assignments as an Executive Director for corporate real estate, managing real estate professionals across Asia Pacific, the UK, and Europe. From 1998-2000, as assistant to Morgan’s Head of Global Corporate Real Estate, he facilitated integration of the real estate and corporate services disciplines in New York, London, Hong Kong, and Tokyo. In 1999 he participated in the conception, development and construction of 745 Seventh Avenue, an office tower intended to house Morgan Stanley’s primary lines of business. From 1994-1998 he led property management of 750 Seventh Avenue, an office tower in Times Square owned and occupied by Morgan Stanley.

In 1994 Mr. Davidson graduated Magna Cum Laude and Phi Beta Kappa from Fordham University, with a dual BA degree in Economics and Philosophy. Among his many activities, he is a member of the Fordham University President’s Council and serves on the Palisades Parks Conservancy Board of Directors.

Robert F. Fox, Jr., AIA
Senior Partner
Cook + Fox Architects LLP

Bob Fox is one of New York City’s most highly respected leaders in the green building movement. An advisor to Mayor Michael Bloomberg’s Office of Long-Term Planning and Sustainability, he has been honored with many awards, including a Leadership Award from the US Green Building Council, the New York City Council’s inaugural “Big Green Apple” Award, and the Urban Visionary Award from the Cooper Union.

A founding partner of Fox & Fowle Architects, Mr. Fox guided that firm to a position of national leadership in the design of sustainable high-rise buildings, including the influential 4 Times Square/Condé Nast headquarters. He led the team that created the original “Green Guidelines” for the Battery Park City Authority in Lower Manhattan, which will eventually result in 5-million square feet of LEED Gold buildings.

In 2003 Mr. Fox joined with Richard Cook to form Cook+Fox Architects, a firm devoted to creating beautiful, environmentally responsible high-performance buildings. In the summer of 2006 he joined Bill Browning and Rick Cook to form Terrapin Bright Green LLC, a strategic consulting firm that crafts high-performance environmental strategies for large-scale developments, corporations, and governments.

Mr. Fox serves on numerous boards and advisory committees and speaks widely about green building. He was the Founding Chair of the US Green Building Council/NY Chapter. He received a Bachelor of Architecture degree from Cornell University and a Master of Architecture from Harvard University.

Scott E. Frank, PE
Partner
Jaros Baum & Bolles Consulting Engineers

Scott Frank is a partner with the firm of Jaros Baum & Bolles, a full service mechanical and electrical consulting engineering firm specializing in the design of large commercial and institutional projects throughout the world. Since joining the firm in 1987, Mr. Frank has functioned as principal mechanical engineer for numerous new construction and retrofit projects in the United States and abroad.

In addition he directs the sustainable design practice at JB&B, including in-house energy and CFD modeling functions, and he has been involved with several significant green projects, including 30 Hudson Street (Jersey City), One Bryant Park, 7 World Trade Center, and World Trade Center Towers 1 through 4.
Mr. Frank holds Bachelor’s and Master’s of engineering degrees from Cornell University. He is a licensed Professional Engineer, a LEED Accredited Professional, and a founding Board member of the NY Chapter of the US Green Building Council.

Amanda Kaminsky, LEED AP BD+C
Sustainable Construction Manager to The Durst Organization and The Bank of America at One Bryant Park

Amanda Kaminsky has been the Sustainable Construction Manager to the developer, The Durst Organization, and the major tenant, Bank of America, for the construction of The Bank of America Tower at One Bryant Park since 2005. She has worked with ownership, Tishman Construction, Structure Tone, and a large team of trade contractors to help ensure that the construction process and completed building meet and exceed New York State Green Building Tax Credit and LEED Platinum certification requirements.

Previously, Ms. Kaminsky was on the schematic design team for One Bryant Park at Cook+Fox. She has consulted on other local environmental building projects of the Durst Organization with e4 inc., and was an Environmental Director at Earth Pledge.

She practiced architecture and oversaw project construction during her first few years in New York City, implementing efficient building systems and sustainable materials and methods for townhouses downtown with Studio Petrarca. She is a graduate of The University of Virginia.

Jack S. Nyman
Director
The Steven L. Newman Real Estate Institute
Baruch College, CUNY

As Director of The Steven L. Newman Real Estate Institute, Jack Nyman leads strategic planning and partnering; guides education programs, research, publishing, and public events; and manages operations. His initiatives include helping the real estate industry accelerate its progress toward sustainability goals. He is vice chair of the executive board of Urban Green Council (formerly US Green Building Council-NY) and serves on CUNY’s and Baruch College’s Sustainability Task Forces.

Mr. Nyman acquired broad real estate experience as a developer and investor and through advanced studies and service to nonprofits. He was instrumental to the growth of companies that developed and acquired substantial portfolios of commercial and residential properties, and he established and ran successful development and investment companies. His experience spans mixed-use, residential, commercial, retail, cultural, health care, and adaptive-reuse projects internationally.

He holds a Master of Architecture degree from Arizona State University and an advanced Master’s in Real Estate Development, with a concentration in finance, from Harvard University. As an International Research Fellow at Harvard, he studied real estate law and management. He has authored Harvard case studies and lectured on real estate development and finance.

Mr. Nyman has applied his real estate expertise in service to the boards of major hospitals and their foundations. An associate of the American Institute of Architects and a Fellow of the Institute for Urban Design, he is a member of many professional organizations.