



NAEM Network News

October 2011 — EHS Management Forum Edition

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The Sustainability Consortium's Bonnie Nixon Keynotes NAEM Regents Meeting

Executive Director of The Sustainability Consortium Bonnie Nixon addressed the NAEM Board of Regents Tuesday to discuss the group's efforts to develop transparent assessment tools and standards for addressing the environmental, social and economic imperatives of a new generation of products.

Carol Singer Neuvelt, Executive Director of NAEM, said her presentation highlighted the importance of collaboration in tackling core sustainability challenges.

"Our members are increasingly tasked with managing environment, health and safety issues throughout the supply chain," she said. "The systemic approach The Sustainability Consortium is taking to develop those supply chain relationships will make our members' work easier and more effective."

A former Director of Ethical Sources at Hewlett-Packard, Ms. Nixon was responsible for implementing the company's ethical and sustainable supply chain program for 10 years. She also was a key advocate for the

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Emerging Leaders Group to Provide Professional Development, Networking

As the profession's seasoned environment, health and safety (EHS), and sustainability leaders prepare for retirement, it's time for NAEM to prepare the next generation for the challenges ahead.

Today the Association announced the launch of the 'Emerging Leaders' group, a new professional development and networking group for those who aspire to senior EHS and sustainability leadership positions.

"Succession planning is an issue for every organization," said NAEM Executive Director Carol



Singer Neuvelt. "Our goal is to be a key source for those looking for professional guidance as they advance to leadership development positions within the EHS and sustainability field."

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Executive Director's Memo

Dear Members,

As you may know, two years ago NAEM embarked on a bold, three-year growth plan. The purpose was to ensure that the organization remains a vital professional development resource in the face of macro trends that are re-shaping the membership association landscape. Today, I'd like to highlight a few

of these drivers, explain the strategies we've developed and ask for your help as we continue along this path for growth.

One of the most compelling changes we've encountered is the use of the web as a primary business research tool. Because the NAEM network has some of the most valuable information about best practices in EHS and sustainability management, we decided to create a website that could showcase your thought leadership. In May we took the first step by launching a web-based research library for case studies, white papers, survey reports and content from our conferences. If you haven't already done so, I'd encourage you to visit our homepage (www.naem.org) and let us know if you have a best practice you'd like to contribute.

The second major trend we faced was the dwindling appeal of professional associations for younger workers. In an era when the average person is expected to have 3.5 careers in a lifetime, we launched an online community tool to help transition NAEM from a traditional meet-and-greet membership association to a more contemporary model for connecting people and exchanging ideas. NAEM's online community is an

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NAEM Launches New Benefit for Corporate Members

NAEM kicked off a new programming series for the Board of Regents last month with a free Webinar about the future of sustainability reporting and analytics.

Featuring presentations by Mike Wallace, Director of Focal Point USA for the Global Reporting Initiative (GRI), Mark Tulay, Program Director of the Global Initiative for Sustainability Ratings (GISR) and Suzanne Fallender, Director, CSR Strategy and Communications for Intel Corp., the event was an opportunity for corporate members to learn directly from those who are working to streamline how companies report their sustainability performance.

Mike Pisarcik, Director of Sustainability, Environment and Safety Systems for Sara Lee Corp., said the one-hour event left him with a new perspective on sustainability reporting.

“We’re always looking at it from a blank GRI score sheet, so to have the chance to access someone who can explain what happens behind-the-scenes was really valuable. It

was also interesting to see how sustainability reporting relates to financial performance,” he said.

The virtual roundtable was the first in the trends-focused ‘Regents Briefing Series,’ a new benefit for corporate members, according to NAEM Executive Director Carol Singer Neuvelt.



“This programming will deliver fresh

insights and provide our corporate members updates on current events affecting the EHS and sustainability profession,” she said.

NAEM’s Board of Regents is the leadership council of the organization, composed of a representative from each corporate member company.

To learn more about corporate membership, please visit www.naem.org. To download a copy of the recorded Webinar, please visit the Board of Regents discussion group in the NAEM online community. For more information about the series or to suggest a topic for the 2012 schedule, please contact Mike Mahanna at mike@naem.org.

Emerging Leaders

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The cornerstone of the program is the group’s free, quarterly Webinar series dedicated to building the persuasive communication and leadership skills EHS and sustainability decision-makers need to drive change.

“One of the most important aspects of an EHS and sustainability leader’s job is relationship building,” said Pat Perry, Special Advisor to the NAEM Board of Directors. “This program will teach Emerging Leaders how to build the relationships they’ll need to make the business case for their programs and ensure that those programs are successfully integrated into the operational processes.”

“We are tremendously excited for the opportunity to engage students and new EHS professionals on a local level.”

— Emily Barton

The series will begin in December 2011 with a presentation on “Career arcs: A profile of three leaders and how they got there.” The group also will offer virtual discussions via NAEM’s online community and in-person networking events in concert with the local chapters.

“We are tremendously excited for the opportunity to engage students and new EHS professionals on a local level,” said Emily Barton, a leader of the Lake Michigan chapter. “Not only will this help us create the next generation of EHS leaders, but we hope it will add new energy and ideas into the NAEM community.”

The group is open to all NAEM members. If you’re interested in joining the Emerging Leaders or wish to nominate a rising star in your organization, please contact either Michael Miller at michael.miller@apextoolgroup.com or Johanna Jobin at johanna.jobin@merckgroup.com.

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Executive Director's Memo

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open forum for you to network with your peers, share your work and ask for feedback on current initiatives. So when you get a chance, I hope you'll log on and help us build this member resource by adding a presentation or discussion item of your own.

The third challenge for our association was the approaching retirement of our profession's most seasoned leaders. The explosion of interest in sustainability has generally been a boon for the notion of 'green business,' yet there remains a significant need to train those entering the field today about how to drive EHS and sustainability progress within a company. NAEM's 'Emerging Leaders' program is a formal step toward transferring this institutional knowledge to the next generation. If there's an 'Emerging Leader' within your company you think could benefit from this professional development, please tell us so we can get them involved.

While I'm happy to report that things are changing, I want to emphasize that our focus remains true to our core purpose, which is serving you. Over the coming months, we plan to further increase the value of your membership by introducing a monthly newsletter, new programming, virtual roundtable discussions and working groups. As always, we appreciate your engaged support as we work to make NAEM your long-term professional home.

Thank you for joining us this year in Tucson. Wishing you a happy, productive Forum and great rest of the year!

Best,

Carol

Online Research Tool Showcases EHS, Sustainability Best Practices

Those doing research on best practices in environment, health and safety (EHS) and sustainability management can now find that information right on NAEM's website.

Organized around the key practice areas for EHS and sustainability leaders, the web pages contain a mix of members-only and publicly available benchmarking surveys, white papers and case studies.

"We've launched these content pages as a way to extend our culture of knowledge-sharing throughout the year," said Executive Director Carol Singer Neuvelt. "We encourage our members and affiliates to get involved and start sharing their stories."

To explore the key practice areas, please visit the NAEM homepage (www.naem.org) and click on the icons below the main image slider. If you're interested in contributing a case study, white paper or other content, please contact Elizabeth Ryan, Manager of Interactive Media and Communications, at elizabeth@naem.org.



Sustainability Consortium

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creation of a common electronics industry code of conduct and a set of complimentary tools and processes.

The luncheon keynote was co-hosted with the U.S. Business Council for Sustainable Development (US BCSD), which joined NAEM as part of an effort to promote information sharing between the organizations. The US BCSD also held its fall meeting in Tucson this week, with workshops on topics such as developing energy efficiency financing models.

Andrew Mangan, US BCSD Executive Director, said co-locating with the Forum was an opportunity for the group's members to learn best

THE SUSTAINABILITY CONSORTIUM

practices from NAEM's knowledge network.

"We work hard to connect our members to the most useful resources in sustainable development," he said. "The Forum's practical learning sessions are an excellent complement to the project-focused sessions presented during the US BCSD meeting."

To learn more about The Sustainability Consortium, please visit www.sustainabilityconsortium.org/



Announcements

Want a professional headshot for your online community profile? Stop by the Internet Café between 1:45-3:15 p.m. or 4:15-5:15 p.m. on Thursday, Oct. 20 to get your photo taken. Images will be available for download after the conference.

Calling all NAEM members on Twitter! Share your favorite insights and big ideas from the Forum with your followers on Twitter using #naemforum2011 and @thegreentie. For help creating a Twitter account or questions about how to use the hashtag, contact Elizabeth Ryan, Manager of Interactive Media and Communications at elizabeth@naem.org.

Are you a note-taker? If so, upload your notes from the Forum to a discussion group within NAEM's online community. All NAEM members are eligible to join discussions on General topics, Sustainability, Compliance Excellence, Health and Safety, Greenhouse Gas Management, Data and Metrics, Leadership Development and, Staffing and Structure. For questions about uploading content, contact Elizabeth Ryan, Manager of Interactive Media and Communications at elizabeth@naem.org.

Watch video interviews with the keynotes and catch up on NAEM's complete coverage of the 19th annual EHS Management Forum on the Green Tie blog! Videos will be posted to the blog (<http://greentie.naem.org>) the week of Oct. 24.

Join NAEM on Nov. 15 and 17 for the "Best of Forum" Webinar series, encore presentations of two of the highest-rated sessions from this year's conference. Topics will be announced on the NAEM website (<http://www.naem.org>) the week of Oct. 24.



NAEM is now selecting topics for the 2012 program. The event calendar will be announced at the annual Membership meeting in Jan. 2012. If you have any input on the program, please contact Mike Mahanna, Program Manager at mike@naem.org.

Planning is underway for the 2012 Affiliates Webinar series. If you have an idea for a topic or would like to participate, please contact Affiliates Council President John Reichling at ReichlingJM@CDM.com or Mike Mahanna, Program Manager at mike@naem.org.

NAEM Welcomes First-Time Attendees and New Members

NAEM would like to give a special welcome to all first-time Forum attendees, members of the Chemical Strategies Partnership, and the following new NAEM members:

New Corporate Members

BNSF
The Mosaic Company
USAA
Invensys
NBCUniversal

New Affiliate Members

EHS Support Corp.
AMEC
Enablon
3E
Intellex

Inside the Newsweek 2011 Green Rankings



When: Thursday, Oct. 27, 2011, 1 - 2 p.m. (EDT)

Cost: Free for NAEM Forum Attendees

Experts from Trucost and Jantzi-Sustainalytics will explain how they compared, scored and ranked companies for the 2011 Newsweek Green Rankings. During this 90-minute Webinar, you will:

- Find out who's eligible to be included in the rankings
- Learn the methodology behind the three categories that comprise the overall score
- Get pointers on how to be proactive about your green ranking

Register online at www.naem.org

