

Business for Social Responsibility 2001 Annual Conference Plenary Addendum

Plenary Session: CSR around the World

Wednesday, November 7, 1:00-2:00pm

This panel representing North American, South America, Africa, Europe and Asia take you on a survey of critical regional and global issues in business and human rights, community investment, environment, ethics and workplace issues.

Moderator: Bob Dunn, CEO, Business for Social Responsibility

Panelists: Mokhethi Moshoeshe, Founder, African Institute of Corporate Citizenship; Robert Davies, Executive Director, International Business Leaders Forum; Dr. Marie Anchooguy, Associate Professor, East Asian Studies, Chair, Japan Studies Program, University of Washington. See Conference Program for speaker biographies.

Plenary Session: CSR and the Media: Challenges and Opportunities

Thursday, November 8, 8:30-9:30am

Join this panel of journalists from leading publications as they discuss their experiences in covering corporate social responsibility, the misperceptions and obstacles they encounter and their thoughts on the media's role in an era when CSR is gaining more mainstream attention.

Moderator: Jean Enersen, KING 5 News, Seattle NBC Affiliate



Jean Enersen, an Emmy award winning news anchor, co-anchors KING 5 News in Seattle weeknights. In addition to her daily anchor duties and specialized reporting on health issues, Jean has recently traveled to Africa with the Gates Foundation to examine global health issues in a documentary called "Sharing the Wealth;" broadcast live from the Kosovo war, Russia and Japan; and hosted "Asia Now," a weekly KCTS Asian news program seen in 13 Asian countries and 75 United States markets. Enersen began her broadcasting career at KPIX-TV in San Francisco. She graduated from Stanford University with a B.A. in Political Science with honors, a Masters Degree in Political Science as well as Broadcasting and Film. Enersen is currently on the board of Stanford's Think Tank at the Hoover Institution. Enersen's community service

includes serving as past president and current co-chair of the YWCA of Seattle-King County/Snohomish County, volunteering for the University of Washington, United Way, the New Beginnings Shelter for battered women, co-chairmanship of the annual Northwest AIDS Walk and honorary chairmanship of the King County Boys & Girls Kids Auction. Enersen is married to Dr. Bruce Carter and together they have four children.

Panelists: G. Pascal Zachary, Senior Writer, *The Wall Street Journal*; Rick Hornik, Executive Editor, *AsiaWeek*; Sheridan Prasso, Senior News Editor, *Business Week*. See Conference Program for panelist biographies.

CHANGE: Friday Plenary Schedule

Francis Hesselbein, President, Peter F. Drucker Foundation

NEW TIME: Friday, November 9, 8:30-9:30am

Sir Nicholas Scheele, President and COO, Ford Motor Company

CANCELLED: Friday, November 9, 8:30-9:30am

Friday Afternoon Networking Lunch

ADDED: Friday, November 9, 12:00-2:00pm

Agenda at a Glance

Tuesday, November 6

7:00–9:00 p.m. Welcome Reception Fifth Avenue

Wednesday, November 7

7:30–8:30 a.m. Continental Breakfast Grand Ballroom I & II
 8:30–9:30 a.m. Opening Plenary Session and Keynote Address: Howard Schultz Grand Ballroom I & II
 9:30–10:00 a.m. Networking and Coffee Break Cascade Foyer
 10:00–11:30 a.m. Breakout Session I See full agenda for rooms
 12:00–1:00 p.m. Lunch Grand Ballroom I & II
 1:00–2:00 p.m. Plenary Panel Discussion: CSR Around the World Grand Ballroom I & II
 2:30–4:00 p.m. Breakout Session II See full agenda for rooms
 4:00–4:30 p.m. Coffee and Networking Break Cascade Foyer
 4:30–6:00 p.m. Breakout Session III See full agenda for rooms
 6:00–7:00 p.m. Networking Reception Grand Foyer
 7:00–8:00 p.m. Dinner Grand Ballroom I & II
 8:00–9:00 p.m. Plenary Panel Discussion: NGO Perspectives on the Future Grand Ballroom I & II
 9:00–10:30 p.m. Evening Social Fifth Avenue
 9:15 p.m. Special Movie Screening: The Next Industrial Revolution Grand Crescent

Thursday, November 8

7:30–8:30 a.m. Continental Breakfast Grand Ballroom I & II
 8:30–9:30 a.m. Plenary Panel Discussion:
 CSR and the Media: Challenges & Opportunities Grand Ballroom I & II
 9:30–10:00 a.m. Coffee and Networking Break Cascade Foyer
 10:00–11:30 a.m. Breakout Session IV See full agenda for rooms
 12:00–1:00 p.m. Lunch Grand Ballroom I & II
 1:00–2:00 p.m. Keynote Address: Technology and the Future of CSR, Debra Dunn . Grand Ballroom I & II
 2:30–4:00 p.m. Breakout Session V See full agenda for rooms
 5:00–6:00 p.m. Networking Reception Grand Foyer
 6:00–7:00 p.m. Dinner Grand Ballroom I & II
 7:00–8:00 p.m. Keynote Address: Dr. Oscar Sanchez Arias Grand Ballroom I & II
 8:00–10:00 p.m. Evening Social Grand Crescent
 8:30 p.m. Special Movie Screening: Long Night's Journey Into Day St. Helens

Friday, November 9

7:30–8:30 a.m. Continental Breakfast Grand Ballroom I & II
 8:30–9:30 a.m. Keynote Address Grand Ballroom I & II
 9:30–10:00 a.m. Networking and Coffee Break Cascade Foyer
 9:30 a.m.–12:30 p.m. Offsite Visit See full agenda for details
 10:00–11:30 a.m. Breakout Session VI See full agenda for rooms
 12:00–1:00 p.m. Lunch Grand Ballroom I & II
 1:00–2:00 p.m. Keynote Address: Creating Change, Frances Hesselbein Grand Ballroom I & II
 2:30–3:30 p.m. BSR Member Meeting Cascade A