ISSUES IN MARKETING FORUM

"It’s Not Easy Being Green: Lessons from Emerging Consumer Trends"

April 04, 2008
Oakland Center

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8:15 a.m. - 9:00 p.m. Registration and Refreshments
9:00 a.m. - 9:15 a.m. Welcome and Opening Remarks
9:15 a.m. - 9:45 a.m. "Consumer Cultures and Society"
Professor Russell Belk
Kraft Foods Canada Chair in Marketing
Schulich School of Business
York University, Toronto

9:45 a.m. - 10:30 a.m. Case Study: Meeting Consumers’ Green Housing Needs
Steve Burch
National Vice President of Strategic Marketing
Pulte Homes, Inc.

and

Bob Burnside
Owner
Fireside Home Construction

10:30 a.m. - 10:45 a.m. Break
10:45 a.m. - 11:15 a.m. "Government and Societal Movements"
Kathleen Law
State Representative
House of Representatives
State of Michigan
"It’s Not Easy Being Green: Lessons from Emerging Consumer Trends"

11:15 a.m. - 11:45 a.m. "Profiling Sustainable Innovators: Not Ready to Make Nice?"
Dr. Wolfgang Sofka
Research Fellow
Center for European Economic Research
Mannheim, Germany

11:45 a.m. - 12:15 p.m. Panel #1 - Questions and Answers
Russell Belk, Steve Burch, Bob Burnside, Kathleen Law, and Wolfgang Sofka

12:15 p.m. - 1:00 p.m. Lunch

1:00 p.m. - 1:45 p.m. "Do Consumers Walk the Talk?"
Professor Vivienne Chen
School of Business Administration
Oakland University
and
Eldridge Ryans
Regional Sales Manager
BrandIntel

1:45 p.m. - 2:15 p.m. Case Study: Greening Your Firm's Supply Base
Paul Murray
Director of Environmental Safety and Sustainability
Herman Miller, Inc.

2:15 P.M. - 2:45 P.M. "What the Future Holds for Societal Movements"
Andrew Mangan
Executive Director
U.S. Business Council for Sustainable Development

2:45 p.m. - 3:15 p.m. Panel #2 - Questions and Answers
Vivienne Chen, Eldridge Ryans, Paul Murray, and Andrew Mangan

3:15 p.m. - 3:30 p.m. Closing Remarks