Sustainability and Certification Workshop
Citi, 399 Park Avenue, New York, New York 10022
Wednesday, May 7, 2014

PANELISTS & PRESENTERS

Tensie Whelan – Tensie Whelan serves as the president of the Rainforest Alliance. She has been involved with the Rainforest Alliance since 1990, first as a board member, and then later as a consultant, becoming the executive director in 2000. Tensie has been working in the environmental field for more than 25 years, during which time she served as the vice president of conservation information at the National Audubon Society and executive director of the New York League of Conservation Voters. Whelan also worked as a journalist and environmental communications consultant in Costa Rica, and was the managing editor of Ambio – an international environmental journal based in Stockholm. Prior to joining the Rainforest Alliance as its executive director, Whelan worked as a management consultant to nonprofit organizations such as the Environmental Defense Fund. Tensie serves on the advisory boards of Social Accountability International, Unilever Sustainable Sourcing Advisory Board, and Corporate Eco Forum, and is the co-chair of the steering committee of the Sustainable Food Lab. She holds a master’s degree in international communication from American University’s School of International Service and a bachelor’s degree in political science from New York University. Tensie’s published work includes one of the first books on ecofriendly tourism, Nature Tourism: Managing for the Environment, published in 1991 by Island Press. She has been recognized as one of the “100 Most Influential People in Business Ethics” by Ethisphere for several years, including in 2011, was the recipient of the Wall Street Journal/Winning Workplaces “Top Small Workplace Award” for the Rainforest Alliance in 2008, and the James Beard Foundation leadership Award in 2012.

Daniel R. Katz – Daniel Katz, chairman of the Rainforest Alliance Board, is the Senior Program Director at The Overbrook Foundation where he directs the Foundation's environmental giving in the areas of international biodiversity and sustainable consumption and production. He is the board chair and former Executive Director (1986-2000) of the Rainforest Alliance, which he co-founded in 1986 at the age of 24. A former Kellogg Foundation National Leadership Fellow, Mr. Katz serves as a consultant, adviser and board member of several other organizations, including the People for the American Way Foundation, the Gibson Guitar Foundation and World Parks, and is a member of the Council on Foreign Relations. He is the editor of two volumes: Why Freedom Matters: The Spirit of the Declaration of Independence in Prose, Poetry and Song (2003, Workman) and Tales from the Jungle: A Rainforest Reader (1995, Crown). Mr. Katz is a frequent speaker at colleges and universities around the country on the topics of the environment, leadership and civic responsibility. He received his MBA from the Stern School of Business at New York University.
Business, New York University, and studied Chinese linguistics in Wuhan, China. He lives in New York City with his wife, Maggie, and their two children.


He returned to Nova Scotia in 1967 to work in social and natural resources development as director of The People’s School of St. Francis Xavier University, a radio and television adult education program for rural people, miners, steelworkers and the disadvantaged. He organized woodlot owners to bargain collectively with mills for better prices and sustainable forests.

He is president of the Nova Scotia Landowners and Forest Fibre Producers Association, and coordinator of FSC® activities which the Association anticipates will be expanded within one group certificate across the province by the end of this year.

**Kristen Earls** - Kristen leads the sustainability, culture, health, and education marketing practices at WiT Media, an award-winning, full-service marketing agency based in NYC. Combining deep sector-specific knowledge, creative intelligence, and the latest data-driven technologies, WiT delivers engagement solutions to best-in-class brands, including the Rainforest Alliance, American Museum of Natural History, NYU, Teladoc, and more.

**Arnaldo Eijsink** - As CEO of Grupo JD, Arnaldo Eijsink has been a pioneer for developing sustainable cattle production.

After receiving his degree in Agricultural Engineering in 1975, Arnaldo gained broad agricultural experience working as the Citrus Technical Manager of Grupo Bozano – Simonsen. While there, he oversaw the plantation and cultivation of their orange farm. In 1981, he went on to become the Agricultural Director of Grupo Bonfiglioli and managed the production within the farms, which were used to serve Cica Brasil’s farms. Later, as Agribusiness Director of Carrefour Brasil, Arnaldo started to explore the development of agricultural and certifying activities for products with agricultural origins in order to meet Carrefour’s sustainability concept. He was appointed CEO of Grupo JD in 2007, and in 2012 Grupo JD became the first cattle ranch to earn Rainforest Alliance certification for sustainable cattle production.

He also founded the Association of Producers and Exporters of Grapes of the São Francisco River Valley – Brasil and currently acts as Councilor of Terra Viva, a company engaged in agriculture.
**Wendy Gordon** – Experienced entrepreneur and pioneer in the conscious consumer movement, Wendy remains fixed on a singular goal - to leverage the power of individual choice in ways that deliver both social and economic good. With ‘Positive Impact Points’ (PIPs) - 3P Partners’ all new social good currency – Wendy hopes to significantly reduce the friction and up the fun associated with making surprisingly simple yet powerfully positive choices everyday.

Wendy began her career as a Health Program scientist at the Natural Resources Defense Council (NRDC). In 1989, she and Meryl Streep co-founded Mothers & Others for Livable Planet, an organization in the vanguard of consumer activism around children’s environmental health issues.

Determined to give consumers the tools they need to make healthier, smarter everyday choices, Wendy originated the Green Guide in 1994 as a faxable newsletter that provided solutions that could be implemented as part of daily life. In 2002, Wendy repurposed the Green Guide as one of the first subscriber-supported web publications, and significantly grew its brand.

When National Geographic Society acquired Green Guide in 2007, Wendy joined its Digital Media team as the General Manager of National Geographic’s Green Guide. She led the development of a new web platform, expanded readership multi-fold, introduced several early-stage apps and launched a line of books, including one she co-authored - the award-winning True Food: 8 Simple Steps to a Healthier You.

Wendy is an active volunteer, currently serving as vice-chair of the board of Rainforest Alliance; as a trustee of Trickle Up, the Rockefeller Brothers Fund and the Rockefeller Family Fund, and on the advisory boards of Recyclebank and the Columbia Center for Children’s Environmental Health. Wendy received a BS in Geology from Princeton University and an MS in Environmental Health Sciences from the Harvard School of Public Health.

**Diane Jukofsky** - As vice president of the Rainforest Alliance's Communications, Marketing and Education Division, a position she has held since May 2002, Diane Jukofsky oversees all of the organization's publications, websites and multimedia productions; media outreach and marketing efforts worldwide; as well as the Alliance's international environmental education program.

Jukofsky became one of the Rainforest Alliance's first staff members shortly after she moved to Costa Rica in 1990 and co-founded the organization’s Online Communities Initiative. She also helped launch the organization’s sustainable agriculture and Adopt-A-Rainforest programs. Previously, she was a vice president at the nonprofit Scientists’ Institute for Public Information, press secretary to a member of the U.S. House of Representatives, an editor at Twin Cities Public Television and a public information officer at the National Wildlife Federation.

For five years she taught an online course on Neotropical rainforests at New School University and in 2002, was elected an honorary member of Sigma Xi, The Scientific Research Society -- becoming the first representative of a nonprofit conservation organization to receive this recognition. She received a BA from Mount Holyoke College and is the author of The Encyclopedia of Rainforests, [Oryx Press, 2002] and dozens of articles about conservation and wildlife. Jukofsky has worked in conservation communications for more than 35 years.
Leilani Latimer - Leilani Latimer is a vivacious marketing technologist with proven experience taking nascent business ideas and products from concept to scale, with successes in global go-to-market strategies, cross-enterprise operations, customer engagement, communications and employee engagement.

She is currently the Head of Product Marketing for Sabre Hospitality Solutions - part of Sabre Corporation, the world’s leading provider of high-performance technology solutions for the travel industry - where she leads strategic product marketing, investment prioritization and planning, sales enablement, customer insight and engagement programs.

Previously Ms. Latimer led Global Sustainability for Sabre under the director oversight of the CEO and represented Sabre at a host of global events including Rio+20 (UN Sustainable Development conference), the Inter-American Travel Congress hosted by the OAS (Organization of American States), and at the ITB Travel Trade Show’s Sustainability Forum.

During her tenure as Senior Director of Sustainability, Sabre was recognized with numerous global accolades such as the Gold Medal award from the Global Business Travel Association’s (GBTA) Project Icarus Sustainability program, a finalist award for The World Travel and Tourism Council’s (WTTC) Tourism for Tomorrow program, and the Sustainable Tourism Award from L’Agenzia di Viaggi, just to name a few.

Ms. Latimer is a Board Member of the Global Sustainable Tourism Council, a former member of the Icarus Global Advisory Board and former Chair of the Sustainability Committee at the Global Business Travel Association, an Advisor to Scuddle.me and is an active member of the Silicon Valley Italian Executive Council. She holds a BA from UC San Diego, a certificate in Management for International Executives from UC Riverside and a certificate in Sustainable Management from Presidio Graduate School. She resides in San Francisco, enjoys traveling the world, is fluent in Italian and holds both US and EEC citizenship.

Nell Newman - Nell Newman launched Newman’s Own® Organics: The Second Generation® with business partner Peter Meehan in 1993. Great tasting products that happen to be organic is the company’s motto. She is the President of the company, which started as a division of Newman’s Own and became independent in 2001. Nell’s responsibilities are in the areas of product development and public relations.

The daughter of actors Paul Newman and Joanne Woodward, Nell had an early introduction to natural foods at their rural Connecticut home. The family had a small apple orchard and a few chickens. Nell learned to cook from her mother and how to catch fish from her father. While in college, she continued to experiment in the kitchen, and is still the designated chef when home for family holiday dinners.

Nell attended the College of the Atlantic in Bar Harbor, Maine, graduating with a B.S. in human ecology. She worked briefly at the Environmental Defense Fund in New York, but, preferring a more rural environment, moved to Northern California. There she became the Executive Director of the Ventana Wilderness Sanctuary, which was working to reestablish the bald eagle in central California. After two years, she left to become the Development Director for the Santa Cruz Predatory Bird Research Group, the nonprofit responsible for the captive breeding and restoration of the peregrine falcon in California.

Nell’s commitment to organic foods and sustainable agriculture led her to convince her father to let her establish an organic division of Newman’s Own. She won him over by creating a completely organic Thanksgiving dinner, and then suggesting organic food products for the new Newman’s Own Organics’ line. "All of Newman’s Own Organics’ products are ones that Dad enjoyed, so we chose ones that he really
loved,” states Nell. She credits her parents, too, with teaching her by example to be socially responsible, politically involved, and philanthropic.

An ardent supporter of sustainable agriculture, Nell has participated as a featured speaker and as a panel member talking about her commitment to organic products and producing snacks that appeal to the general public. "By utilizing organic ingredients, we’re supporting the environment through the growth of organic agriculture,” says Nell.

Nell has served on the Peregrine Fund board in Boise, Idaho and currently serves as a board member of the Wholesome Wave Foundation, EcoTrust, and Allergy Kids.

Nell’s thoughts on how to make a difference are highlighted in her book, The Newman’s Own Organics Guide to a Good Life: Simple Measures That Benefit You and the Place You Live (Villard, 2003), written with science writer Joseph D’Agnese. It is filled with realistic, practical advice on why living a more environmentally conscious life helps us all.

**Gregory Paul** - Gregory Paul has been with C.F. Martin & Co. for nearly 17 years holding a variety of internal support positions. He currently holds the position of Chief Technology Officer.

As CTO, Gregory is responsible for Corporate Operations, Information Technology, Quality Assurance, Research and Development, Business Continuity, Community Relations, and Legal, Regulatory, and Government Affairs functional areas of the organization.

Gregory worked as an independent consultant for Martin before joining the company in 1997. As a life-long musician with affection for piano, trumpet, voice, (and a touch of guitar) joining the Martin team has always seemed like a natural fit. Gregory holds a B.S. in Chemistry-Business/Philosophy and an M.B.A in Production and Operations Management both from the University of Scranton. He lives with his wife Natalie in Wind Gap, PA.

**Bruce Schlein** - Bruce Schlein joined Citi in 2006 where he works as Director of Corporate Sustainability with Citi business and operations units to identify and develop solutions for emerging environmental and social issues and opportunities, with a focus on energy efficiency, urban climate mitigation and adaptation, and sustainable value chains. Previously, he worked as a sustainability specialist for Bechtel on petrochemical and civil projects in China and Romania, and for international development agencies including Save the Children, Catholic Relief Services in Bosnia Herzegovina and the U.S. Peace Corps in Papua New Guinea. Bruce is a graduate of Cornell University and holds a Masters in International Affairs from Johns Hopkins Nitze School of Advanced International Studies (SAIS). Bruce currently teaches Corporate Social Responsibility as an adjunct professor at SAIS and NYU Stern, and serves on the board of the International Institute for Sustainable Development.

**Alex Silvester** - Alex Silvester is a Senior Sustainability Engineer for Mattel. He provides strategic direction for Mattel’s sustainability programs to ensure Mattel makes progress towards achieving their sustainability goals. In addition, he works closely with Mattel’s sourcing teams to implement their Sustainable Sourcing Principles to increase the amount of recycled and sustainably-sourced paper and wood fiber in their supply chain.

Alex has a Masters of environmental management and science from the Bren School at the University of California Santa Barbara, where he studied corporate
environmental management. He received a bachelor’s degree from the University of Pennsylvania in biology and served in the United States Peace Corps in The Gambia, West Africa.

**Antonia Simon-Stenberg** - Antonia is Vice President Sustainability and Quality Management at Oriflame Cosmetics. Oriflame is a leading beauty company selling direct with a presence in more than 60 countries, of which it is the market leader in more than half.

Antonia joined the company in 2009 and is responsible for Oriflame’s Sustainability and Quality Management departments. She is a member of the Global Operations Management Team and the Global Senior Management Team and CEO of the Oriflame Foundation.

Antonia has 15 years experience of working with business and sustainability. She joined Oriflame from a position of Environmental and Communications Manager at Colgate Palmolive and prior to that from Arthur D. Little where she worked as a management consultant within the Global Sustainability Team in the UK.

Antonia has an MSc in Biology (ecotoxicology) and a Masters in Industrial Environmental Economics from Lund University, Sweden.

**Rajeev Takru** - After completing his education from Delhi University, Mr. Takru joined the Tea Plantation business in Assam in the erstwhile Williamson Magor & Co. Ltd., where he served for over seven years. Thereafter he was transferred to the Head Office in Kolkata and is presently the Whole-time Director of McLeod Russel India Limited. He oversees operations of the 56 estates located in India, Uganda, Rwanda and Vietnam and has in depth knowledge of the Tea Plantation business.

He has served in various capacities in other administrative functions within the Company including human resource development. Mr Takru is also associated with health and educational activities and is on the Board of Woodlands Multispecialty Hospital Limited and The Assam Valley School.

**Annemieke Wijn** - Annemieke Wijn is a principal of Anchor-Consult, Bremen, Germany. She is retired from Kraft Foods Inc.(now Mondelez), where, as Senior Director for commodity sustainability, she was responsible for strategies and programs to improve the sustainability of the corporation’s agricultural supply base. In her thirty years with the company she has worked both in R&D (VP R&D Europe) and in the commercial management (GM Germany) of coffee and other food brands. She is a board member of the Rainforest Alliance and of the Hanns R. Neumann foundation, both environmental non-profit organizations. She is past president of the German Coffee Association. Wijn holds a Masters Degree in Chemical Engineering from Columbia University NY and a Masters of Business Administration from Long Island University NY. Dutch by nationality, she now lives and works in Bremen, Germany.