

Peace Through Commerce®



2008 Conference at George Washington University Agenda

Day One - Thursday 11/13/08

- 9:00 – 10:00 Registration and coffee
- 10:00 – 10:15 Welcome by **Timothy Fort**, Executive Director, Institute for Corporate Responsibility at GWU
- 10:15 – 10:45 Keynote with Q & A: **Steve Killelea**, Australian Entrepreneur and Philanthropist, founder of the Global Peace Index, *The Compelling Case for Business to Embrace Peace*
- 10:45 – 11:15 **Walter Robb**, President & Chief Operating Officer, Whole Foods Market, *How We Do Business Matters: the Case for Conscious Capitalism*.
- 11:15 – 12:30 Panel – *The Role of Business in Advancing Peace Through Commerce*, **Steve Killelea**; **Walter Robb**; **Roger Dow**, President, Travel Industry Association of America; **John Sullivan**, Executive Director, Center for International Private Enterprise (CIPE); Moderator: **Cindy Schipani**, Professor of Business Law, Ross School of Business
- 12:30 – 1:30 Lunch
- 1:30 – 2:00 **Timothy Fort**, *Setting the Context for Peace Through Commerce and the PTC Conference*
- 2:00 – 2:30 **Michael Strong**, Chief Executive Officer and Chief Visionary Officer, FLOW, Inc., *Acknowledging and Addressing Issues facing PTC (including Anti-Globalization, Anti-Capitalism, Militarism, Cultural Prejudice [anti-Muslim], lack of understanding about the power of Entrepreneurship, Economic Freedom, and more)*
- 2:30 – 3:30 Panel: *Peace Through Commerce – on the Ground*, **Steve Kapplitt**, US Department of State, EESR program; **Kellie Kreiser**, Project Artemis, Thunderbird for Good; **Sandra Taylor**, president and chief executive officer of Sustainable Business International; Moderator: **Michael Strong**
- 3:30 – 3:45 Break
- 3:45 – 5:15 Panel: *The Peace Through Commerce Agenda – What Will it Take to Manifest PTC?* **Timothy Fort**; **Michael Strong**; **Carolyn Woo**, Dean of Mendoza College of Business, University of Notre Dame; **Louis D’Amore**, President and Founder, The International Institute of Peace Through Tourism; **Melissa Powell**, Head, Strategy and Partnerships, UN Global Compact Office; Moderator: **Jeff Klein**, Executive Director & Chief Activation Officer, FLOW, Inc.
- 5:15 – 5:30 Debrief, review of the day, tomorrow’s agenda, invitation to reception
- 6:00 – 8:30 Reception & Dinner – GWU – Dialogue on *Advancing the Peace Through Commerce Movement through Multi Sector Collaboration* with Keynote presentation by: **H.E. Dr. Augustine P. Mahiga**, Ambassador Extraordinaire and Permanent Representative of the United Republic of Tanzania to the United Nations

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Day Two - Friday 11/14/08

7:00 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 10:00 a.m.

Note: Panels run simultaneously

Panel 1A: *Economic Development and Alleviation of Poverty*

Moderator: **Kim Bettcher**, CIPE

Panelists:

Raymond Gilpin, U.S. Institute of Peace

Pete Tashman, George Washington University

Borany Penh, Senior Political Economist, USAID Office of Poverty Reduction, *“Economic Incentives for Peace: Contributions of Micro-finance and Livelihoods Support”*

Panel 1B: *Zones of Conflict and Post-Conflict Issues*

Moderator: **Tim Marshall**, Chairman, The International Institute of Peace Through Tourism

Panelists:

Tara Radin, The Wharton School, *“Justice and Reconciliation in Post-Conflict Markets”*

Jorge Rivera, Associate Professor of Strategic Management and Public Policy, George Washington University, *“The Protective Policy Process and Business Responses in the U.S. and Developing Countries”*

Igor Abramov, Counsel, Heenan Blaikie LLP and former Director, Good Governance Program, U.S. Department of Commerce, *“Building Peace in Fragile States – Building Trust is Essential for Effective Public-Private Partnerships”*

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:45 a.m.

Note: Panels run simultaneously

Panel 2A: *Economic Freedom and Peace*

Moderator: **Michael Strong**, CEO, FLOW, Inc.

Panelists:

Simeon Djankov, Chief Economist for Finance and Private Sector, World Bank Group, *“The Causes of Civil War”*



Elena Panaritis, The Panel Group: *“Peace through Basic Security of Property Rights”*

Panel 2B: Threats to Globalization: Business Preparedness

Moderator: **Chris White**, Good, Gold, Global

Panelists:

John Mroz, CEO, East-West Institute

Don Eberly, author: *“The Rise of Global Civil Society: Building Communities and Nations from the Bottom Up”*

11:45 p.m. – 1:15 p.m.

Luncheon and Address

Carolyn Woo, Dean of Mendoza College of Business, University of Notre Dame

1:30 p.m. – 3:00 p.m.

Note: Panels run simultaneously

Panel 3A: Economic Development and Managerial Risk

Moderator: **Raymond Gilpin**, Ph.D., Associate Vice President, Sustainable Economies, United States Institute of Peace

Panelists:

Kathleen Getz and **Jennifer Oetzel**, American University, *“Responses to Violent Conflict: CSR, Risk Management, or Something Else? Some Empirical Evidence”*

Tjai Nielson and **Liesl Riddle**, George Washington University, *“Diaspora Investment Motivations in Post-Conflict Countries”*

Chuck Koerber, George Washington University, *“Corporate Responsibility Instruments and Guidelines: Current Implications and Future Possibilities for Peace Through Commerce”*

Panel 3B: Partnership Approaches: Certification Programs

Moderator: **Dean Krehmeyer**, Executive Director, Business Roundtable Institute for Corporate Ethics

Panelists:

Michelle Westermann-Behaylo, George Washington University, *“Institutionalizing Peace Through Commerce: The Partnership Dimension”*



Virginia Hafler, University of Maryland, “*New Institutional Models: The Kimberly Process*”

Kimberly Eaason, Director of Strategic Relationships, TransFair USA: “*Fair Trade Certification: Good Practice for Business and Increased Prosperity for Developing Communities*”

3:00 p.m.-4:30 p.m.

Panel 4: *Tourism Industry Perspectives*

Moderator: **Louise D’Amore**, President and Founder, The International Institute of Peace Through Tourism

Panelists:

Donald Hawkins and **Stuart Levy**, George Washington University, Department of Tourism Studies, “*Peace Through Tourism: Commerce Based Approaches and Practices*”

Andrea Cahn, Special Olympics

Carol Erickson, Executive Director, READ Global Project

6:00 - 9:00 p.m.

Reception – The National Cathedral

Theme: *The Role of Accelerating Women Entrepreneurs in Advancing Peace Through Commerce*

Keynote: **Ambassador Shirin Tahir-Kheli**, Senior Advisor to Secretary of State Rice for Women’s Empowerment, and featuring **Ritu Sharma Fox**, Founder, Women Thrive Worldwide

Day Three - Saturday 11/15/08

8:30 a.m. – 10:00 a.m.

Panel 1: *Legal Issues*

Moderator: **Joan Gabel**, Florida State University

Panelists:

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Colleen Baker, The Wharton School, *“The Role of Sovereign Wealth Funds in Promoting Peace through Commerce”*

Cindy Schipani and **Norm Bishara**, The Ross School of Business, *“Complementary Alternative Benefits to Promote Peace”*

Don Mayer, University of Denver, Daniels College of Business, *“The Torts and Crimes of U.S. Private Military Contractors: What Role in Keeping the Peace?”*

10:15 a.m. – 11:45 a.m.

Panel 2: Dialogue Among Civilizations

Moderator: **Stuart Levy**, George Washington University, Department of Tourism Studies

Panelists:

Bob McNulty, Founder and President, Partners for Livable Communities, Community Development

Elliot Bloom, Senior Vice President and Chief Communications Officer, Travelport, *“CSR in an Economic Downturn: The Sustainable Business Model Imperative”*

10:45 a.m. – 11:00 a.m.

Break

11:00 p.m. – 12:30 p.m.

Panel 3: Reflecting on What We Need To Know and Where To Go

Moderator: **Zoe Coopridner**, Program Manager, Global Peace Index

Panelists:

Jeff Klein, Executive Director & Chief Activation Officer, FLOW, Inc.

John Forrer, George Washington University

Marc Lavine, Boston College, *“On PTC and Creating Social Movements”*

12:30 p.m. – 2:00 p.m.

Luncheon and Address

Speaker: **Louis D’Amore**, President and Founder, The International Institute of Peace Through Tourism

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2:00 p.m. - 3:00 p.m.

Open Session for next steps

Facilitator: **Jeff Klein**, Executive Director & Chief Activation Officer, FLOW, Inc.