



Kathy Abusow is President and Chief Executive Officer of the Sustainable Forestry Initiative (SFI, Inc.), the fully independent, non-profit organization responsible for the Sustainable Forestry Initiative Program. Before joining SFI, Inc., Ms. Abusow operated Abusow International Ltd., a successful forest certification and market acceptance consultancy, for almost 15 years. With technical expertise on certification standards (SFI, CSA, FSC, PEFC) and related marketplace issues, such as procurement policy design and green building rating tools, Ms. Abusow has worked with government and corporate agencies around the world and authored numerous publications related to forest certification, green building, and responsible procurement. Ms. Abusow obtained her undergraduate degree from McGill University and her M.A. from Harvard University with a concentration in sustainable development of natural resources.

Cheryl Baldwin is the Vice President of Science and Standards for Green Seal, where she oversees the development of new — and the revision of current — Green Seal environmental leadership standards. Current standards projects include Industrial and Institutional Cleaners, Consumer Soaps and Shower Products, Energy Efficient Lighting, and Paint. Prior to joining Green Seal, Ms. Baldwin spent several years at Kraft Foods where she led Health and Wellness research and product development and initiated a sustainability program that leveraged life cycle analysis. Ms. Baldwin has extensive product research, development, and commercialization experience, holds U.S. and international patents, and has published peer-reviewed scientific articles. She holds a Ph.D. and M.S. from Cornell University and a B.S. from the University of Illinois.

Victor Bell is President of Environmental Packaging International (EPI), a consultancy specializing in global environmental packaging and product stewardship requirements. Mr. Bell, who founded EPI in 1998, is a Certified Packaging Professional with more than 20 years of experience with environmental issues associated with packaging and products. EPI has provided assistance to major companies worldwide in the electronics, toy, soft drink, cosmetics, medical, and general merchandise industries. EPI provides consulting on a range of product stewardship issues. EPI clients include companies such as The Estée Lauder Companies, Costco, Johnson & Johnson, Mattel, MeadWestvaco, Microsoft Corporation, Nike, Pitney Bowes Inc., Starbucks, and the Wm. Wrigley Jr. Company. Mr. Bell also has served on the Executive Committee of the Sustainable Packaging Coalition.

Scot Case is an internationally recognized expert with almost 15 years of professional experience regarding responsible sourcing, green supply chains, and environmental marketing. As Vice President of TerraChoice, Mr. Case helps connect retailers and consumers seeking more environmentally and socially responsible products with the manufacturers supplying them. Mr. Case has published more than four dozen articles, case studies, and book chapters. He recently co-authored the Six Sins of Greenwashing report, which has received considerable media attention. Mr. Case earned his bachelor's and master's degrees from Virginia Tech.

Joseph J. Cattaneo was appointed president of the Glass Packaging Institute (GPI) in January 2001. Mr. Cattaneo previously served eight years as GPI's executive vice president, overseeing regional programs, office administration, marketing, and public affairs. GPI is the trade association representing the North American glass container industry. Through GPI, glass container manufacturers advocate industry standards, promote sound environmental policies, and educate packaging professionals. Before joining GPI, Mr. Cattaneo was a partner at Gunder & Associates. Mr. Cattaneo has both a master's degree in urban affairs and a bachelor's degree in political science from St. Louis University. Mr. Cattaneo also served as an artillery officer in the United States Army.

Keith Christman is Senior Director of Packaging at the American Chemistry Council's Plastics Division. In this role, he leads the Division's packaging issue management and staff. He has 17 years of environmental, health, and safety policy experience in the plastics and chemical industry with ACC. He has been actively involved with Wal-Mart's sustainable packaging scorecard and was a member of EPA's Federal Advisory Committee for Microbial and Disinfection Byproducts in Drinking Water. Mr. Christman received his M.S. in Economics from the University of Delaware.

John Delfausse is Vice President of Global Package Development for Aveda, Clinique, and Origins, as well as Chief Environmental Officer for Estée Lauder Corporate Packaging. In this role, he is responsible for implementing the company's commitment to the environment by making environmentally-conscious product packaging decisions while developing a supplier base to partner with Estée Lauder in this mission. Since joining Aveda in 2000, Mr. Delfausse has driven the packaging to new levels of environmental leadership — successfully reducing the amount of material used, increasing the use of recyclable materials, using the highest levels of post-consumer recycled material possible, and using renewable energy.

Snehal Desai is Vice President and Chief Marketing Officer for NatureWorks LLC, the first company to offer a family of commercially available low carbon footprint polymers derived from 100-percent annually renewable resources with cost and performance that compete with petroleum-based plastics and fibers. The company applies its unique technology to the processing of natural plant sugars to create a proprietary polylactide polymer, which is marketed under the NatureWorks® and Ingeo® brand names. Mr. Desai received his B.A. in both Chemistry and Chemical Engineering from the University of Michigan and his M.B.A. from Northwestern University.

David Robert Duncan has been the Senior Vice President of Research & Development, Home & Personal Care (HPC), for Unilever since 2001. He is a member of the Leadership Team with responsibility for all technical aspects of the HPC business with 3500 scientists in 23 locations across the globe. He also is a member of the Advisory Board of Unilever Technology Ventures. In addition, Mr. Duncan leads Unilever's agenda on confidence in chemicals and packaging, and its sustainability initiative in water. Prior to 2001, he was Senior Vice President, Research & Development, HPC Europe. Mr. Duncan was Chairman of the Global Detergents Conference of 2006, and is a member of Innovation Strategy Board of Chemistry Innovation, the Research & Innovation Council of CEFIC (the European Chemical Industry Association), the Tällberg Forum, the Cisco trusted advisor group, the European Commission High Level Group on Chemicals and Competitiveness for the European Chemistry Industry.

Janice Frankle is an attorney in the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. Her primary responsibilities include the Guides for the Use of Environmental Marketing Claims (Green Guides), the Fair Packaging and Labeling Rules, and various other FTC Rules, Guides, and orders. Ms. Frankle received her B.A. from Indiana University, her M.A. from the American University, and her J.D. from the University of Miami.

Jim Hanna joined Starbucks Coffee Company in November 2005 as Corporate Manager of Environmental Affairs, lending his expertise to the company's initiatives to minimize its environmental footprint through green building, energy conservation, international procurement, waste minimization, and collaboration with partner corporations and NGOs. Mr. Hanna previously served as Director of Environmental Affairs for Xanterra Parks & Resorts at Yellowstone National Park, overseeing many environmental initiatives in its concessionaire operations, including an ISO 14001-certified Environmental Management System. Before escaping to Yellowstone, Mr. Hanna worked as Director of Operations for Teris Environmental, managing the company's seven regional offices in North America. Mr. Hanna obtained his B.S. in Environmental Sciences from Washington State University, and is a U.S. Green Building Council LEED-accredited professional.

Sara Hartwell works for the U.S. Environmental Protection Agency (EPA) in the Office of Solid Waste, focusing on resource management activities, particularly as they apply to packaging. As part of her job at EPA, Ms. Hartwell works collaboratively with companies on packaging issues as a member of the Sustainable Packaging Coalition Executive Committee, the steering committee for the Wal-Mart Packaging Scorecard, and with individual companies working to reduce the environmental footprint of packaging. Prior to joining EPA in 2003, Ms. Hartwell worked as an analytical chemist in a number of arenas, including several years in R&D for a flexible packaging converter. She received her B.S. in Chemistry from Guilford College.

Michelle Mauthe Harvey is a Project Manager of Corporate Partnerships for Environmental Defense Fund (EDF). She joined EDF in 2007 to co-lead their on-site work with Wal-Mart, advancing sustainable business practices throughout their operations and supply chain. Ms. Harvey is primarily involved with chemical intensive products, seafood, alternative energy, nano technology, food and agriculture, carbon LCA, and buyer training. She previously served on the Sustainable Forestry Initiative Verifiers Accreditation Subcommittee and the U.S. CDC National Center for Environmental Health Advisory Council. Ms. Harvey received her M.B.A. from the Fuqua School at Duke University and holds a B.S. in Forestry from the University of the South in Sewanee, TN.

Anne Johnson joined GreenBlue in 2005 as the director of the Sustainable Packaging Coalition, where she focuses on growing the Coalition, raising awareness about sustainable packaging practices, and providing strategic direction. Under her tenure, the SPC has grown from 19 members to more than 140, developed a Definition of Sustainable Packaging, and released Design Guidelines for Sustainable Packaging. Previously Ms. Johnson was a senior environmental engineer and project manager at MBDC, a sustainable product consultancy, where her principal areas of focus included sustainability consulting and systems evaluations of industrial processes and material flows. In 2003, she managed the EPA-sponsored Cradle-to-Cradle Design Challenge for E-Commerce Shipping, Packaging, and Logistics, and helped form the Sustainable Packaging Coalition. Anne received her B.A. from Dartmouth College, her M.S. from the University of Arizona, and her M.Eng in Civil Engineering from the University of Virginia.

John Kalkowski is the Editorial Director of Packaging Digest and Converting magazines, two magazines for the packaging industry and part of the Reed Business Information group. Mr. Kalkowski's previous experience includes serving as an editor and a reporter for magazines and newspapers in Arizona, Florida, New York, Nebraska, and Hong Kong. Earlier in his career, he was production manager for major media organizations including Knight-Ridder and Scripps-Howard, where he handled printing and distribution operations. He also worked with Sun Chemical, where, as North American Marketing Manager, he led the marketing efforts of a major supplier to the packaging industry. Mr. Kalkowski received his B.A. in journalism from the University of Nebraska, his M.B.A. from the Thunderbird School of International Management, and a graduate certificate in e-Business strategy from the University of Chicago.

Robert Kaye is an Assistant Director in the Division of Enforcement. Previously, he was an attorney in the Division of Marketing Practices, where he was lead counsel on several cases, including *FTC v. Assail, Inc.*, in which the FTC obtained a \$100 million judgment. Prior to joining the Division of Marketing Practices, he was in the Division of Financial Practices where he worked on the subprime lending matter, *FTC v. Citigroup, Inc.* Before joining the FTC in October 2001, Mr. Kaye worked for eight years in the Office of the Public Defender for Montgomery County, Maryland, where he was a felony trial attorney. Mr. Kaye also worked previously in the litigation section of the law firm of Baker & Hostetler in Washington, DC. He is a *cum laude* graduate of Duke University and Georgetown University Law Center.

James Kohm is the Associate Director for the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. In that capacity, he oversees enforcement of all consumer protection orders, the Commission's Hispanic Initiative and Bankruptcy program, the Criminal Liaison Unit, and a myriad of FTC Rules and Guides. Prior to joining the Enforcement Division, Mr. Kohm served as the Bureau's Chief of Staff with responsibility for the Commission's seven regional offices, and as both the Acting Associate Director and an Assistant Director in the FTC's Division of Marketing Practices. Mr. Kohm received his undergraduate degree from the University of Michigan in 1984 and his J.D. from the Georgetown University Law Center in 1989.

Laura Koss is an attorney in the FTC's Division of Enforcement. In addition to her work on the Green Guides, Ms. Koss has worked on a variety of matters, including investigations involving the advertising and promotion of dietary supplement products and country-of-origin claims. She is the Coordinator of the Commission's Hispanic Law Enforcement Initiative, which has included systematic monitoring of Spanish-language advertising and increased law enforcement against companies targeting Hispanic consumers. Prior to working at the FTC, Ms. Koss was an Associate at Crowell & Moring in Washington, DC. Ms. Koss holds a bachelor's degree from Cornell University and a J.D. from Harvard Law School.

William E. Kovacic was designated to serve as Chairman of the Federal Trade Commission on March 30, 2008, by President George W. Bush. Mr. Kovacic was previously sworn in as a Commissioner in January 2006, following his nomination by the President and confirmation by the U.S. Senate. Prior to his appointment as FTC Commissioner, Mr. Kovacic was the E.K. Gubin Professor of Government Contracts Law at George Washington University Law School, where he began to teach in 1999. He was the FTC's General Counsel from 2001 through the end of 2004. He earlier worked at the Commission from 1979 to 1983, first with the Bureau of Competition's Planning Office and later as an attorney advisor to former Commissioner

George W. Douglas. After leaving the FTC in 1983, Mr. Kovacic was an associate with the Washington, DC, office of Bryan Cave, where he practiced in the firm's antitrust and government contracts departments, until joining the George Mason University School of Law in 1986. Earlier in his career, he spent one year on the majority staff of the Subcommittee on Antitrust and Monopoly of the U.S. Senate Committee on the Judiciary, which was chaired by Senator Philip A. Hart. Since 1992, Mr. Kovacic has served as an adviser on antitrust and consumer protection issues to the governments of Armenia, Benin, Egypt, El Salvador, Georgia, Guyana, Indonesia, Kazakhstan, Mongolia, Morocco, Nepal, Panama, Russia, Ukraine, Vietnam, and Zimbabwe. Mr. Kovacic graduated with a bachelor's degree from Princeton University in 1974, and received his J.D. from Columbia University in 1978.

Kate Krebs is the Executive Director of National Recycling Coalition, Inc. (NRC), a not-for-profit organization dedicated to the advancement and improvement of recycling. As executive director since 2001, Ms. Krebs has built relationships with and between all coalition sectors to develop and implement strategies that strengthen the changing infrastructure of recycling while opening communication between sectors to strategically advance recycling. A recycling advocate for 30 years, Ms. Krebs has played a role in all aspects of building recycling. Prior to NRC, she worked in northern California designing and implementing community-based solutions for residential, commercial, and industrial recycling and composting. She served for a decade as president of the board of Californians Against Waste, and was twice honored as Grassroots Advocate of the Year for her work in the California State Legislature.

David G. Mallen is the Associate Director of the CBBB's National Advertising Division (NAD), the investigative arm of the advertising industry's self-regulatory group. Mr. Mallen joined NAD in March 1999 and has since reviewed hundreds of national advertising campaigns, analyzed complex claim substantiation issues, and resolved a wide variety of advertising disputes. Before joining NAD, he practiced law at Kensington & Ressler LLC in New York City. Mr. Mallen is a graduate of Cornell University, where he majored in Biology and Society, and of the Albany Law School of Union University.

Steve Mojo is the Executive Director of the Biodegradable Products Institute, which has represented the leading manufacturers and users of biodegradable plastics in the U.S. and Canada since 1999. He has been instrumental in the BPI's labeling efforts as well as in the harmonization of biodegradability and compostability standards in Europe, Asia, and North America. Mr. Mojo started in the field of biodegradable plastics more than 15 years ago and has worked and consulted for some of the leading biodegradable plastic manufacturers, including Cargill, Cereplast, and Warner-Lambert's Novon Products Group. Mr. Mojo participated in the Advisory Board for the California Integrated Waste Management Board's project on compostable materials and has served on the Board of Directors for the U.S. Composting Council.

Anne M. McCormick is an attorney in the Enforcement Division of the Federal Trade Commission, where she works on a variety of environmental, enforcement, and bankruptcy matters. She joined the Federal Trade Commission in January 2001, after nine years at the Department of Justice Civil Division, Commercial Litigation Branch, and four years of private commercial practice with the law firm of Shutts & Bowen in Miami, Florida. Ms. McCormick received her B.A. from the College of the Holy Cross, and her J.D. from the George Washington University Law School.

Cassie Phillips is Vice President of Sustainable Forests and Products at Weyerhaeuser Company, where she directs strategies for forest stewardship, issue management, and forest certification, and fosters relationship building with governments, environmental groups and other stakeholders. Ms. Phillips joined Weyerhaeuser in 1991 from the Seattle law firm Perkins Coie. Before that, she was legislative assistant to U.S. Senator Slade Gorton and chief counsel to the Senate Commerce Committee's sub-committee on Science, Technology, and Space. Ms. Phillips began her career as a forester and local manager for the Washington Department of Natural Resources, and is a graduate, with honors, from the University of Washington with degrees in forestry and law. Ms. Phillips was editor-in-chief of the Washington Law Review.

Brenda Platt is the co-director of the nonprofit Institute for Local Self-Reliance (ILSR), based in Washington, DC. In her 22 years with ILSR, Ms. Platt has authored more than a dozen reports on all aspects of recycling. She is currently a coordinator of the Sustainable Biomaterials Collaborative and is heading up ILSR's Sustainable Plastics project, which is evaluating the role bioplastics can play in a zero waste economy. As part of this work, Ms. Platt has been pushing for better end-of-life labeling for bioplastics. She has a B.S. degree in Mechanical Engineering and a Maryland state license to operate commercial compost facilities and has done extensive work in recycling, zero waste planning, and local economic development.

Urvashi Rangan is an environmental health scientist and toxicologist at Consumers Union. She created and directs Consumer Reports' environmental websites, GreenerChoices.org and Eco-labels.org. In addition, Dr. Rangan serves as a senior scientist and policy analyst for Consumers Union and Consumer Reports. She is an expert and lead spokesperson at Consumers Union on sustainability, labeling, safety, risk management, and many other environmental issues. Dr. Rangan received her Ph.D. in Environmental Health Sciences from Johns Hopkins University in 1995, completed her post-doctoral work at the Environmental and Occupational Health Science Institute, and was a National Institutes of Health fellow from 1990-97.

Susan E. Selke is Acting Director of the School of Packaging at Michigan State University, where she has been a faculty member for 24 years. Her research interests include environmental impacts of packaging, sustainability, plastics recycling, biodegradable and biobased plastics, composites of plastics with natural fibers, life cycle assessment, nanotechnology and packaging, and other areas. Professor Selke has authored or coauthored several books and over 150 articles and book chapters on packaging materials and packaging and environmental issues. Professor Selke holds M.S. and Ph.D. degrees in Chemical Engineering from Michigan State.

Kelly Mahon Tullier is Vice President and General Counsel for Frito-Lay, Inc., a division of PepsiCo, Inc. As General Counsel, Ms. Tullier oversees a wide variety of legal, regulatory, and policy issues. Recently, Ms. Tullier has led Frito-Lay through policy changes relating to schools and advertising to children. Prior to her current role, Ms. Tullier held a variety of positions in the Law Department handling a range of legal issues both domestically and internationally. Before joining Frito-Lay, she was an associate in the Dallas office of Baker Botts LLP and prior to that, a law clerk to the Honorable Sidney A. Fitzwater, U.S. District Court, Northern District of Texas. She currently serves on the Board of Directors for the Snack Food Association and the Legal Committee of the Grocery Manufacturers Association. Ms. Tullier received her B.A. from Louisiana State University and her J.D. from Cornell Law School.

Amy Zettlemoyer-Lazar is the Director of Packaging for Sam's Club and the Co-manager of the Sustainable Value Network for Wal-Mart. She previously worked at Kraft Foods and Clorox and has worked at Wal-Mart Stores, Inc. for the last three years. Amy has direct responsibility for House Brands Packaging and Direct Import Packaging, and also provides guidance to National Brand Suppliers for Sam's Club. Ms. Zettlemoyer-Lazar provides guidance, leadership, and direction — along with a team of other packaging professionals — to the Wal-Mart Packaging Sustainable Value Network. She received her B.S. in Packaging Technology from Rochester Institute of Technology.