



# 18<sup>th</sup> SBC CONFERENCE

November 4 - 5, 2025 | La Crosse, WI

HOST SPONSOR



KEYNOTES · TOURS · AWARDS  
PEER LEARNING · NETWORKING







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Keynote Panel:

“The Green Masters Program® as a Tool to  
Advance and Integrate Sustainability

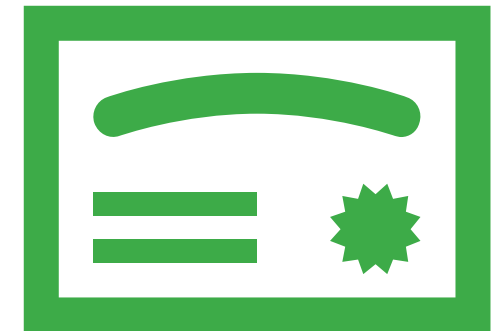
# What is the Green Masters Program®?



GMP is a proprietary, online **tool from the SBC** designed to help companies **define, prioritize, measure, & manage** their sustainability performance in areas of **environmental, social, & governance (ESG)**.

Provides **framework** of categories & **dashboard of results**. Topics are both meaningful to your **business**, & essential to your **stakeholders**.

Organizations achieve “Green Masters” status with a **top quartile score**, with third-party credential validation.



# Alignment with Other Frameworks



# Welcome!



**Erin F. Bauer**

***Facilitator***

Founder | Principal Consultant –  
Tack & Clew LLC  
Instructor – University of  
Wisconsin-Green Bay



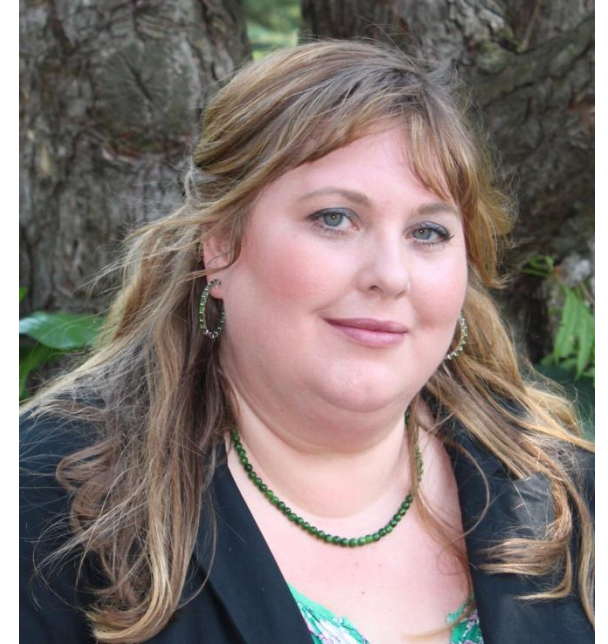
**Jennifer Koenig**

Chief Sustainability Officer  
Brunswick Corporation



**Alexis Marsh**

VP of Operations  
Empire Screen Printing



**Lisa Geason-Bauer**

Founder & President  
Evolution Marketing, a Certified B Corp  
President, Board of Directors  
B Local Wisconsin

# Panel Discussion – Question 1

GMP is designed to empower companies to tailor their disclosure scope based on business priorities and stakeholder concerns – ideally embedding sustainability within core business strategies.

How does your organization utilize the Green Masters Program<sup>®</sup> within core business strategies to drive tangible results?

# Panel Discussion – Question 2

GMP is a framework aligned with international standards, recognized Key Performance Indicators (KPIs), and sustainability best practices.

How has your organization defined, or redefined, KPIs by using the Green Masters Program®?

# Panel Discussion – Question 3

GMP provides a platform for cross-functional teams to meet, exchange ideas, and continue to drive ESG best practices throughout an organization.

How has your teams' experience with the Green Masters Program® impacted cross-functional collaboration, alignment, or results?



# Thank You!



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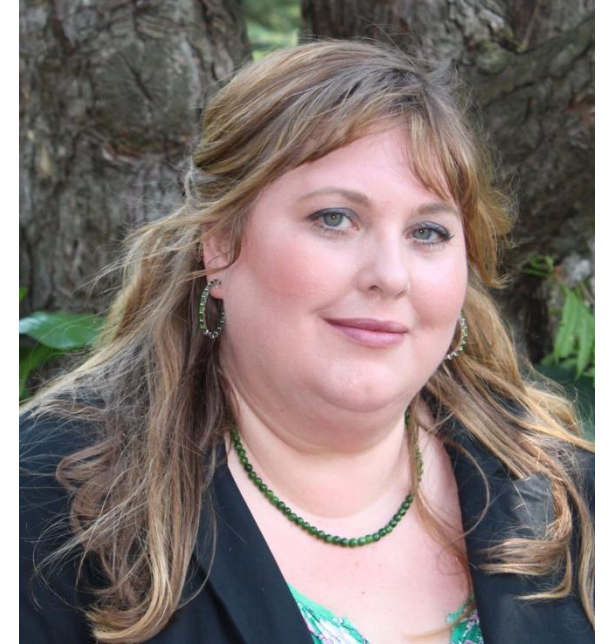
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# Engage with the Green Masters Program® Today!

TIME	GMP Agenda Sessions
10:30am – 11:30am	Room E / Track E: Navigating the Green Masters Program® - Demo & Info Session
1:15pm – 1:30pm	Green Masters Program® Update
1:45pm – 2:45pm	Room E / Track E: Navigating the Green Masters Program® - Open Q&A for SMALL BUSINESSES
3:00pm – 4:00pm	Room E / Track E: Navigating the Green Masters Program® - Open Q&A for LARGE BUSINESSES

# UP NEXT

**10:00am –  
10:30am**

**Break for Networking,  
Exhibit Hall & Student Posters**

**10:30am –  
11:30am**

**Breakout Sessions One**

**11:30am –  
12:45am**

**Buffet Lunch & Exhibit Hall,  
Student Posters, Green Masters  
Photo Booth**

