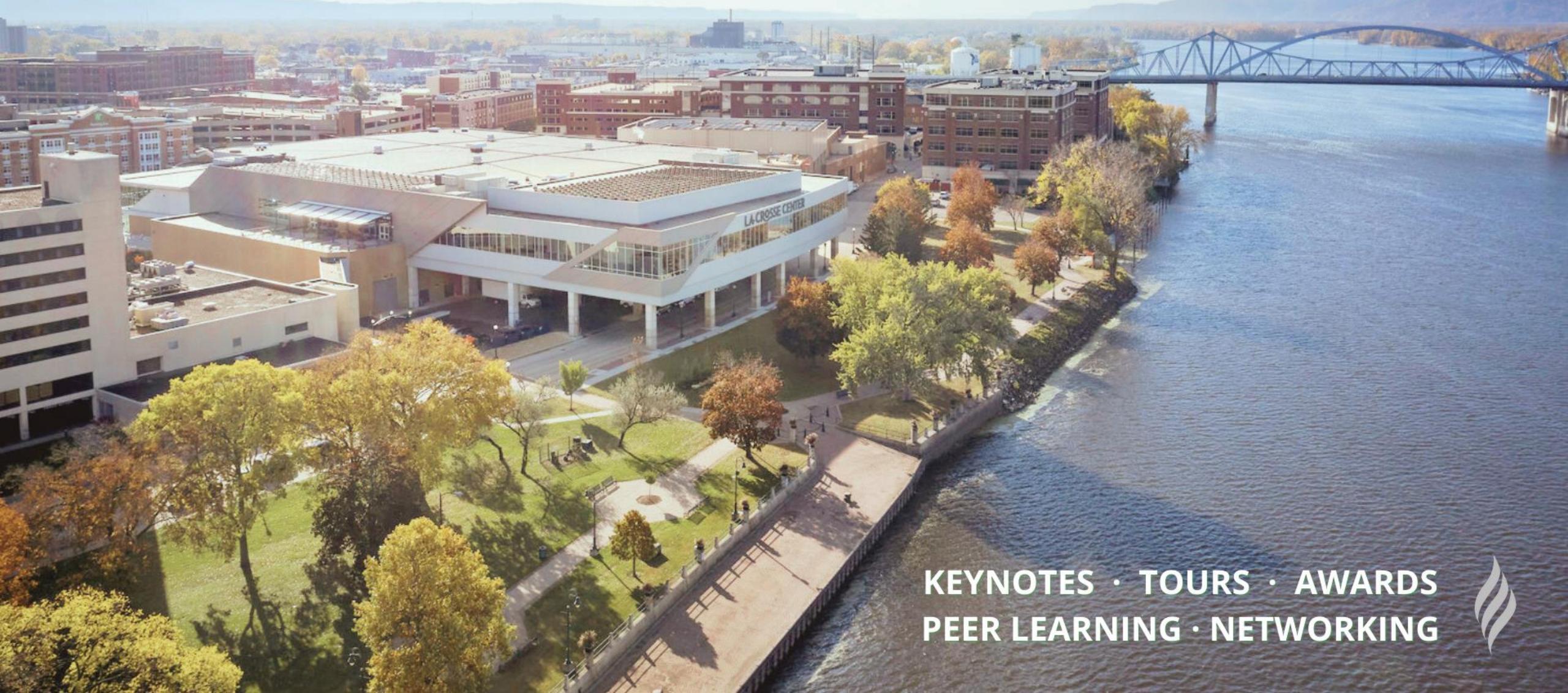




18th SBC CONFERENCE

November 4 - 5, 2025 | La Crosse, WI

HOST SPONSOR



KEYNOTES · TOURS · AWARDS
PEER LEARNING · NETWORKING





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

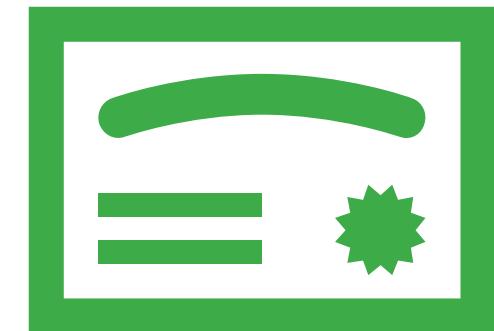
What is the Green Masters Program®?



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



GREENHOUSE
GAS PROTOCOL



SCIENCE BASED TARGETS NETWORK
GLOBAL COMMONS ALLIANCE



ecovadis



ALLIANCE FOR
WATER STEWARDSHIP

Welcome!



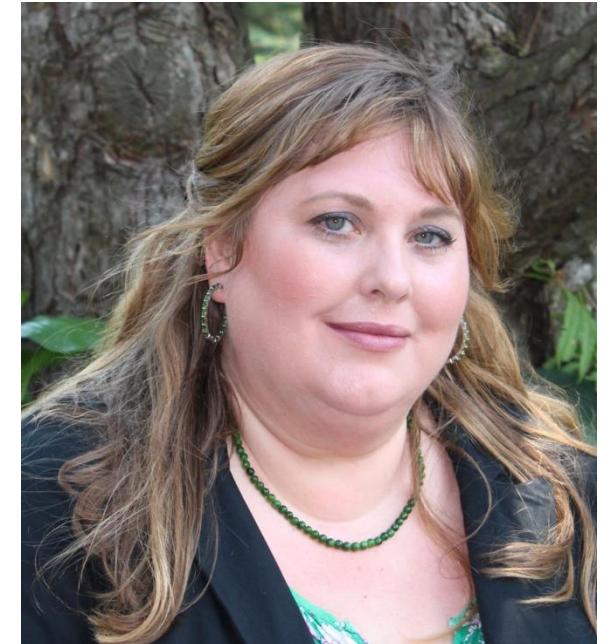
Erin F. Bauer
Facilitator
Founder | Principal Consultant –
Tack & Clew LLC
Instructor – University of
Wisconsin-Green Bay



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® 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!



Erin F. Bauer
Facilitator
Founder | Principal Consultant –
Tack & Clew LLC
Instructor – University of
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Jennifer Koenig
Chief Sustainability Officer
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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**

