

22 THURSDAY SESSION ABSTRACTS

OPENING KEYNOTE 9:00-11:00AM



Van Jones — WebEx live from Washington DC
Senior Fellow, Center for American Progress
Founder, Green for All

Van Jones is a Senior Fellow focusing on “green-collar jobs” and how cities are implementing job-creating climate solutions. He is a co-founder of three successful nonprofit organizations: the Ella Baker Center for Human Rights, Color of Change, and Green For All, and the best-selling author of the definitive book on green jobs, *The Green Collar Economy*. Van served as the green jobs advisor in the Obama White House in 2009.



Doug Davis
Vice President, Intel Architecture Group
General Manager, Embedded and Communications Group

Doug Davis serves as vice president of Intel Architecture Group & general manager of the Embedded and Communications Group. In this role he is responsible for growing Intel's business in a broad range of embedded market segments and helps deliver a range of embedded processor products to a variety of customers.



William McDonough
Founder, McDonough + Partners

Mr. McDonough is the founding principal of William McDonough + Partners, an internationally recognized design firm practicing ecologically, socially, and economically intelligent architecture and planning. He is the author of *Cradle to Cradle*; principal of MBDC, a development firm assisting clients in designing profitable and environmentally intelligent solutions; and a co-founder of the Green Products Innovation Institute.

THURSDAY 11:30-12:30

TECHNOLOGY'S ROLE IN DEVELOPING THE INTEGRATED CITIES OF TOMORROW

HERBST PAVILION

How do we use interactive, integrated technologies to reduce resource use and improve the efficiency and interactivity of urban systems? This panel discusses how innovative technologies and smart grid applications are changing everything from water and energy systems, to urban planning, transportation, and smart buildings. Join this panel of experts in discussing how the hi-tech & healthy cities of the future are being designed today!

Lorie Wigle, GM Eco-Technology Program Office & President, Climate Savers Computing Initiative

Lorie leads Intel's Eco-Technology effort, which is focused on the sustainability leadership of Intel's products including energy efficient performance and design for the environment. She also drives external programs related to PCs, data centers and smart grid. Lorie has been with Intel for 26 years.

Andrew Tang, Senior Director, Integrated Demand-side Management Products, PG&E

Andy is the Senior Director of Pacific Gas and Electric Company's Integrated Demand-side Management Products team. His team is responsible for developing new products and programs that enhance PG&E's large and growing portfolio of integrated customer offerings.

Jason Wolf, VP North America, Better Place

Jason works within the energy and transportation ecosystems, with federal, state and local governments as well as utility, business and non-governmental stakeholders to make the vision of zero-emission EVs powered by renewable energy a reality.

Clark Brockman, Director of Sustainability Resources Group, SERA Architects

Clark is involved with almost all of SERA's LEED projects and all of the firm's Living Building projects. He traveled to China in March of 2008 to conduct multiple green building workshops on a US Dept of Energy grant and was a judge for the USGBC's first annual Living Building Challenge competition at Greenbuild 2007.

Jeff Hammarlund, Professor & Senior Research Fellow, Portland State University

At PSU's Executive Leadership Institute Jeff teaches a course on Planning the Smart Grid for Sustainable Communities. He is co-author of *The Political Economy of Energy Policy*; has been a senior manager for conservation services at Southern California Edison; and a policy analyst for a regional utility trade association.

Andres Carvallo, Executive VP & Chief Strategy Officer, Gridnet

SMART GRID MEETS SMART BUILDINGS

SOUTHSIDE THEATER

How do we incorporate smart grid technology into building design? How do we design the built environment to optimize inter-connectivity? How do we build sensors for energy, occupancy and environmental conditions into our buildings to increase efficiency and optimize user experience? This panel explores how the smart grid is enabling the smarter buildings of the future.

Rich Lechner, Vice President, Energy & Environment, IBM

Rich is responsible for overseeing IBM's broad energy & environment portfolio of capabilities and offerings in order to help clients improve the sustainability of their organizations across the full breadth of their infrastructure from IT to smarter buildings and to optimize all aspects of their operations for energy, carbon, water and waste.

Alan Bright, Senior Vice President & Design Principal, HOK

Alan is recognized for excellence in design and leadership in sustainable buildings and communities throughout the United States, Asia and Europe, with emphasis on an integrated design approach. His recent focus has been on the development of a prototype study for affordable, large scale, Net Zero commercial office buildings.

John Kennedy, Senior Manager, Sustainable Analysis Products, Autodesk

John has nearly twenty years of experience developing and expanding the market for building energy analysis solutions and is an AIA Allied member and a licensed mechanical engineer. Mr. Kennedy was the President and CTO of Green Building Studio, Inc. prior to its acquisition by Autodesk in 2008.

Jeff St. John, Clean Tech Analyst, Writer, GigaOm Pro

Jeff is a reporter and analyst covering the clean technology industry, with a particular focus on smart grid, demand response and renewable integration.

USING PREFAB TO GET TO NET ZERO

ROOM C370

Experts discuss innovative building technologies, coupled with energy efficient land use planning, that are accelerating the proliferation of affordable Net Zero Energy (NZE) buildings and communities. Prefab modular construction is providing a platform for transformational change in the construction industry, demonstrating that the NZE vision is not just for communities of tomorrow but is an attainable, scalable solution possible today.

Naomi Porat, CEO, ZETA Communities

Naomi is a nationally recognized social entrepreneur and

expert in sustainable development and urban revitalization. As a founder and CEO of ZETA, she contributes extensive expertise in the management of urban land planning and development ventures that achieve economic, social, and environmental sustainability.

David Johnston, President, What's Working, Inc.

Johnston has trained thousands of builders and industry professionals worldwide. Johnston's has authored four books: *Building Green in a Black and White World*; *Green Remodeling*; *Changing the World One Room at a Time*; *Green From the Ground Up* and *Toward a Zero Energy Home*.

Dan Smith, Principal Architect, DSA Architects

Dan has experience in sustainable architecture, natural building and alternative construction, including Zeta Communities' recent prize winning prefab townhouse. His focus has been the use of leading edge technologies and innovative passive systems to achieve net zero energy buildings that are healthy, affordable and beautiful.

Norbert Klebl, CEO, GEOS Neighborhood

A life long innovator and serial entrepreneur who created the GEOS Smart Living neighborhood, an energy plus mixed-use community in Colorado. He built the first solar holiday village in Polynesia, privatized a large East German state company and started the first European funded SBIC. He holds an Austrian MS in engineering and an MBA from Columbia.

CRITICAL SUCCESS FACTORS FOR STARTUPS

ROOM C260

Starting a company is filled with excitement and promise, but investing in startups is a risky business. To win investor confidence and capital, companies must have key ingredients in their plan and on their team. Here we take the perspective of a potential investor, to critically examine all aspects of a business, and discuss what investors look for before they invest.

Cathy Chiu, Principal, Falcon Group

Cathy is a finance specialist with investment banking, venture capital and angel investment experience. She provides strategic finance advisory services to growth-oriented companies. Cathy has completed equity and debt financing ranging from \$5 mm to \$150 mm. She has closed mergers, acquisitions, and sales of companies from \$5 mm to over \$1 bn. Cathy is also an active angel investor.

FUTURE COMMUNITIES 4.0

ENERGY & H2O

SMART GRID - SMART CITIES

SYSTEMS PRINCIPLES FOR SUSTAINABLE URBANISM

ROOM C362

Can systems theory inform our search for more sustainable urbanism? How can ecological principles help us create more resilient urban environments? Sustainable development strategist Jim Heid shares key principles for a new approach to urban design, redevelopment and regeneration. Illustrating with lessons from real urban examples, Jim shows us how these principles can help cultivate resilient communities for the coming decade.

Jim Heid, Founder, UrbanGreen

With an undergraduate degree in landscape architecture, and an advanced degree in Real Estate Development from MIT, Jim has evolved from designer to sustainable development strategist. His firm, UrbanGreen, is an advisor to governments, real estate developers and the capital markets seeking tangible answers to the rapidly evolving discussion about sustainability.

WOMEN'S WAYS OF LEADERSHIP IN SUSTAINABLE DESIGN

ROOM C210

How can leadership characteristics commonly understood as feminine be effective for achieving sustainability? Many women may be more comfortable than men with inclusive governance, collaboration, building community, and seeking long-term solutions sensibilities important to many sustainability pursuits. This discussion with leading women in the field explores how to cultivate these leadership values to achieve more balance in ourselves and the world.

Kira Gould, Director of Communications, William McDonough + Partners

Writer Kira Gould, Assoc. AIA, LEED AP, is director of communications for William McDonough + Partners, and works from the firm's San Francisco studio. Kira is co-author, with Lance Hosey, of *Women in Green: Voices of Sustainable Design*. She writes for *Sustainable Industries*, *Metropolis Magazine* and other publications.

Lynn N. Simon, FAIA, President, Simon & Associates, Inc. Lynn is a pioneer and leading authority with over 19 years experience in green building. She currently serves on the USGBC's Education and LEED Steering Committees, and is a Senior LEED® Faculty. Her firm uses a practical and collaborative approach to advance sustainable and healthy building design and construction practices.

Christi Graham, President & CEO, West Coast Green

Recognized nationally as an expert in green and healthy business and technology, Ms. Graham has spent the past fifteen years as a pioneer successfully producing and directing numerous visionary events, programs and organizations.

Valerie Casey, Founder & Executive Director, Designers Accord

Valerie is a globally recognized designer and innovator. She works with organizations on challenges ranging from creating new products and services, to transforming organizational processes and behaviors. Valerie founded the Designers Accord, the global coalition of designers, educators and business leaders focused on creating positive social and environmental impact.

Carrie Meinburg Burke, Principal, CMB Architecture + Industrial Design

Architect, industrial designer, and lecturer, Carrie's design methodology integrates analysis/synthesis to generate sustainable form. She received a Masters degree from Yale, is lead designer for an LBC residence, and NSF grant recipient. She is launching a joint practice with Kevin Burke, collaborator on Timepiece and Berkeley Esherick Professorship.

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WATER WISE GUYS

ROOM C235

Peter and Alex are the BuildingGreen Water Wise Guys. Come hear about all things liquid when it comes to water efficient homes: cool waterwise products, technologies, and how the EPA WaterSense program can work for homeowners, homebuyers, and building professionals.

Peter Yost, Director, Residential Services, BuildingGreen, LLC

Peter has been building, researching, teaching, writing and consulting on high performance homes for more than 25 years. His expertise ranges from construction waste management to building durability. Peter has made significant contributions to the NAHB Research Center, Building Science Corp, EEBA, USGBC's LEED for Homes program and DOE's Building America program.

Alex Wilson, Founder & Executive Editor, BuildingGreen, LLC

Alex is the founder of BuildingGreen in Brattleboro, Vermont and executive editor of *Environmental Building News* and *GreenSpec*. He is author of *Your Green Home* and recipient of the 2010 Hanley Award for Vision and Leadership in Sustainable Housing.

THURSDAY 1:30-4:30

WILLIAM MCDONOUGH: UNPLUGGED

HERBST PAVILION

Cradle-to-Cradle author and visionary designer Bill McDonough does an unprecedented three-hour deep dive in the tradition of Buckminster Fuller. From pioneering green products and buildings to envisioning cities for the future, McDonough approaches the world's greatest challenges as design assignments. But Bill is also a master storyteller, and here he shares a detailed vision for creating a world that works "for all children, of all species, for all time."

William, McDonough, Principal, William McDonough + Partners/MBDC

Mr. McDonough is the founding principal of William McDonough + Partners, an internationally recognized design firm practicing ecologically, socially, and economically intelligent architecture and planning. He is the author of *Cradle to Cradle*; principal of MBDC, a development firm assisting clients in designing profitable and environmentally intelligent solutions; and a co-founder of the Green Products Innovation Institute.

THURSDAY 1:30-2:30

POWER UP!: CHANGING THE REAL WORLD WITH GAMES

SOUTHSIDE THEATER

Multi-player games are more than just fun, they're also powerful tools for engaging people. Now, game designers are starting to create games that involve people in helping change real world behavior. This panel looks at three recent games that address the systemic challenges we face around energy and water. Panelists offer insight into designing real world games, and discuss future applications of games for change.

Mathias Crawford, Research Manager, Institute for the Future

Mathias is a Research Manager at the Institute for the Future, where he worked with game designer Jane McGonigal to build the Foresight Engine: IFTF's platform for massive social thought experiments that address provocative scenarios about the future.

Byron Reeves, Professor, Co-Director, H-STAR Institute of Human Sciences & Technologies Advanced Research, Stanford University

Byron Reeves is a Professor in the Department of Communication at Stanford University. He studies psychological responses to media and is co-author of *Total Engagement*. He is currently principal investigator of an ARPAe project at Stanford about energy and behavior green plans for clients.

CAN UTILITIES BE SUSTAINABLE?

ROOM C370

As we reinvent the way we use electricity, we're asking utilities to be more sustainable. How can utilities provide better sources of power; use smart technologies to manage power; expand customer outreach; and keep our lights on - all while staying in business? This panel provides an engaged dialogue between utility representatives and the NRDC about the challenging shifts being made by power providers.

Lara Ettenson, Director of CA Energy Efficiency Policy, Natural Resources Defense Council

Lara's main task is to work collaboratively with utilities and other stakeholders to ensure that all California utilities comply with state efficiency laws and policies, and continue to be models for other states. Lara holds a Master of Public Administration in Environmental Science and Policy from Columbia University-SIPA. **Jeanne Clinton, Manager, Energy Division Climate Strategies Branch, CPUC**

Jeanne works on policies and strategies for long term energy efficiency planning, distributed generation, solar, and market-based climate mechanisms. Over her career she has worked on integrated resource planning, demand side management, sustainable development, and climate change mitigation in a variety of roles, including government policy and strategy, and utility program management.

Jack Sahl, Director, Environment & Resource Sustainability, Southern CA Edison

Director of Environment and Resource Sustainability at Southern California Edison, Jack Sahl is leading the development and implementation of SCE enterprise-wide sustainability initiatives.

Jim Parks, Program Manager, Energy R&D, SMUD

In the Energy R&D group Jim is responsible for demonstrating smart grid technologies, reviewing and pilot testing emerging energy efficiency and transportation technologies and working with regulatory agencies to promote efficiency through codes, standards and legislation. He has over 20 years experience in the utility industry.

TBD, PG&E Representative

FINANCIAL PREPARATION & EXPECTATIONS

ROOM C260

This section will be dedicated to learning the fundamentals of basic corporate accounting, planning and investor presentation of financial data. As the engine room of any business is finance, a budding entrepreneur can not afford to miss this segment and sage advice coming from a seasoned CFO.

Jeff Burkland, CFO Burkland Consulting

As a part-time CFO for startups, Jeff brings over 15 years of strategic and tactical financial management experience. Adept in business plan development, fundraising, financial modeling, management reviews, exec team strategic planning and process improvement, Jeff has shaped and managed the financial function for numerous companies.

SUCCESSFUL RESIDENTIAL RETROFIT PROGRAMS: LESSONS FROM THE FIELD

ROOM C362

Retrofitting millions of American homes is critical to achieving our energy and climate goals, and that requires developing effective community-scale programs. Here we explore recommendations developed by the Home Performance Resource Center, and best practices from the field in designing and implementing successful home energy retrofit initiatives. Recommendations will focus on: program design, contractor business models, financing and incentives, program marketing and workforce development.

Jared Asch, National Director, Efficiency First

Jared has worked for 6 U.S. Senators, 3 presidential campaigns and several members of the Congress and the Florida Legislature. He just completed his first Iron Man and teaches at UC Berkeley.

Edward Thomas, Vice President, EGIA

Ed is responsible for the design and implementation of EGIA's utility and government sponsored programs. Ed also produces Home Energy Makeover Contests. Ed is Secretary of the Utility Energy Forum, serves on the Board of the Home Performance Resource Center and is Chair of the Marketing Best Practices Committee for Efficiency First.

Gail Brownell, Environmental Engineer, Efficiency First

After working as environmental and sustainability manager at Hewlett Packard and Agilent Technologies, Gail has become involved in the home performance energy efficiency retrofit industry. Gail is an environmental engineer, BPI Building Analyst, CA HERS rater and Green Points Advisor. Gail worked with Recurve (formerly Sustainable Spaces), and is supporting Efficiency First in several roles.

INNOVATION PIPELINE-STORIES FROM THE TRENCHES!

ROOM C210

The Innovation Pipeline is the launch pad for emerging breakthroughs featuring some of the coolest and most revolutionary resource-efficient products, many yet to hit the market. What are the challenges in being an innovative start-up? Come hear stories from the trenches!

Diane Loviglio, VP Business Development & Co-Founder, Wattbot

In addition to co-founding Wattbot and co-producing FailCon, she also curates the Innovation Pipeline. Prior to that she co-chaired the SF Green Roof Task Force and was a research assistant for Intel Research Berkeley's Bright Green study. Diane received her Bachelors in Architecture and Anthropology from Carnegie Mellon University,

focusing on sustainable design.

Gail Loos, President, GreenCycler

Entrepreneur and marketing consultant, Loos has helped more than 50 companies plus the states of Arkansas, Oklahoma and Colorado create their online presence. As a passionate cook and organic gardener, she is designing and manufacturing a first-of-its-kind countertop appliance that will dramatically simplify the kitchen-to-compost process.

Mirco Richardson, Director Business Development, MAGE Industrie Holding AG

Mirco is responsible for business development of a mid-sized German Industrial Holding and doing business in 17 countries with altogether 29 companies. The focus of the group is on roof technology, fastening technology, aluminum extrusion and renewable energies. He also runs one of the German daughter companies, which manufactures high concept solar desalination systems.

Rory Faber, CEO, Stramit Strawboard

Rory makes green strawboard building panels with better insulation and higher strength properties to replace gypsum based sheet rock.

Laurie Anderson, VP Sales & Marketing, Mage Water Management

Laurie provides sales & outreach services for MAGE to provide de-centralized water supply in locations where salt water or brackish water are the only water resources available.

COMMUNITY-SCALE GRAYWATER-UNPRECEDENTED INNOVATION!

ROOM C235

This session explores some of the latest state-of-the-art graywater applications in the country. Case studies include the integrated water and landscaping design for San Francisco's new Transbay Transit Center, as well as a neighborhood-scale graywater system of over 100 homes in Fort Ord, CA. These precedent-setting projects are helping California move toward an important water saving goal of "No Potable Water for Non-Potable Uses."

Paul Kephart, CEO, Rana Creek

Renowned biologist, restoration ecologist and expert designer of living architectural systems, Paul is known for his land use planning, horticulture, living systems, landscapes and architecture. Paul understands the land, he understands people and he knows natural processes. Paul applies ecological principles within site and structure.

Raphael Garcia, Project Manager, Rana Creek

With over 10 years of biology-based work experience spanning North America Raphael brings a unique set of skills and experience to sustainable design. Raphael's work has evolved to include matters relating to the efficient use of water resources, including stormwater and graywater reuse. He is also assisting with the establishment of California's new laws concerning the use of graywater.

THURSDAY 3:00-4:00

ENGAGE 360: CALIFORNIA'S NEW CLEAN ENERGY BRAND AND SOCIAL MOVEMENT PLATFORM

SOUTHSIDE THEATER

The California Public Utilities Commission's Energy Efficiency Strategic Plan called for the creation of a statewide outreach effort to motivate residents to reduce energy use. This panel will discuss how the Commission leveraged strategic segmentation to target energy users

using innovative branding and marketing efforts and a social movement platform.

Anne Dougherty, Project Manager, Opinion Dynamics Corporation

Anne Dougherty specializes in behavioral research in energy. She applies qualitative and quantitative market research including market segmentation, behavioral modeling and ethnographic research techniques.

Tom Zara, Executive Director, Strategy, Interbrand

Tom has developed comprehensive brand positioning and communications strategies across a wide spectrum of global clients for 30 years. Currently he is the global head of the Energy Practice for Interbrand, managing the development of IP and client engagements in all aspects of energy related branding and strategy challenges, including CPUC for the past two years.

Hunter Marshall, Senior VP, Strategic Planning Director, DraftFCB

Hunter's broad experience leading global business-to-business and consumer branding programs for clients spans a range of industries, from high technology to soft tacos. His interest in environmental and social responsibility has motivated Hunter to incorporate principles of sustainability into his approach to business strategy and brand building.

POWER OF 10: MAKING CHANGE EXPONENTIAL!

ROOM C370

It's 2010 and we're exploring the Power of Ten! Cities, businesses and communities are committing to 10% reductions in waste, energy and water use. Innovators and pioneers are searching for 10x solutions that will have exponential impact. This panel features community activists supporting the 10.10.10 day of global action, as well as local city and business leaders talking about their Power of Ten!

James Hanusa, 350.org Advocate, Change Collective

James is Vice President of Development for Climate Prosperity Strategies and a Fellow of Global Urban Development. His current advocacy work is focused on the 10/10/10 Global Work Party coordinating efforts of municipal governments and civic organizations in the Bay Area supporting 350.org and the 10:10 campaigns.

Nils Moe, Sustainability Advisor, City of Berkeley

Nils Moe currently serves as the Mayor's Sustainability Advisor for the City of Berkeley. In this role, he is helping to implement Berkeley's Climate Action Plan and working with the city staff and the community to reduce their GHG emissions.

Melanie Nutter, Director, SF Dept of the Environment

Melanie was the Deputy District Director for Congresswoman Nancy Pelosi before working with SFE. She was also the Executive Director of the San Francisco Democratic Party from 2003-2005 and the Principal of Nutter Consulting. She spent 6 years as a grassroots political organizer with Greenbelt Alliance, the Public Interest Research Groups and Green Corps.

Danny Kennedy, Founder, Sungevity

A long-time social activist and entrepreneur, Danny started Sungevity to take solar to the suburbs by bringing sunshine online to make it easy and affordable to go solar. Sungevity is leading a campaign to get President Obama to put solar back on the White House.

SALES, MARKETING & BRANDING

ROOM C260

Build an aggressive, attainable, defensible Sales & Marketing plan to reach your customers. This workshop includes multiple hand-outs and exercises to help you develop your plan including: type of business, customer pain, role in industry's structure, scalable path to customers, win/win transactions for path participants, and equally important, a business model that creates wealth and equity for you, the owner.

Joe Preis, President, Longitude Properties, Inc.

Joe Preis advises and invests in companies bringing innovation to market through experience that bridges real estate, technology and finance. He facilitates progress by identifying solutions to complex interdisciplinary problems and has worked in energy management, solar, distressed real estate investments, toys, web services, consulting and investment banking.

PRODUCTS & TRENDS IN GREEN BUILDING

ROOM C362

Alex Wilson, this year's Hanley Award winner and long-time editor of Environmental Building News, will give a fast-paced presentation on what's new and exciting in green building products today and the trends that are driving product innovation.

Alex Wilson, Founder & Executive Editor, BuildingGreen, LLC

Alex Wilson is the founder of BuildingGreen in boro, Vermont and executive editor of Environmental Building News and GreenSpec. He is author of Your Green Home and recipient of the 2010 Hanley Award for Vision and Leadership in Sustainable Housing.

BUSINESS STRATEGIES FOR MEETING WATER CHALLENGES

ROOM C210

Water is our most vital resource, and increasingly, a major business challenge. This panel will discuss why water is a critical business issue and present the business drivers for addressing water risk. We'll see how global companies are mitigating these risks and creating business opportunities. And we'll provide insights on how to effectively communicate your water strategy based upon recent original research.

William Sarni, Founder & CEO, DOMANI

Will has over 30 years of experience providing sustainability and environmental consulting services, and is the author of the forthcoming book Corporate Water Strategies. Sarni is focused on developing and implementing corporate-wide sustainability strategies, as well as comprehensive climate and water programs.

Tom Cooper, Corporate Water Programs Manager, Intel
Tom is responsible for Intel's water policy and strategies as well as sustainable water and wastewater program development and related water conservation initiatives. He has over 25 years of experience in EHS programs with major industrial corporations/institutions including Lockheed-Martin, GE, PG&E, NASA-Ames Research Center and Chemical Waste Management.

Celia Canfield, Chief Development Advisor, West Coast Green

Celia has over 25 years experience creating content-rich communications programs for leading global brands including McGraw-Hill, CMP, IDG, & Ziff-Davis. In 2007, Celia launched EcoVertex, a sustainability and green media and marketing company.

Michael Law, Managing Director, CA, Ogilvy PR

Michael leads Ogilvy's CA practice specializing in crisis management, corporate communications, government relations, NGOs and community groups.

CITIES AS ACCELERATORS

ROOM C235

Cities are prime movers in accelerating clean, green development. Cities promote demand by adopting green standards for land use, buildings, efficiency, and renewables. This panel offers case studies and examples of how cities can spur innovation by collaborating with industry, entrepreneurs, government programs and research institutions. Learn how cities are leveraging purchasing power, regulation and leadership to accelerate sustainability!

Scott Green, Clean Tech / Regional Policy Officer, City of San Jose

Scott accelerates sustainability by helping implement the San Jose Green Vision – a plan for creating clean tech jobs by providing incentives and services for clean tech companies, incubating and purchasing next generation technology, and advocating for legislation supporting green innovation.

Patricia Novick, Director of Health Programs, Erie Neighborhood House

Dr. Novick leads health programs for immigrant parents and children. She guided the development of "pocket parks" in Chicago's most greenspace-deprived neighborhood, in conjunction with governmental and quasi-governmental agencies, and she led the development of a comprehensive, annotated listing of research, manuals, and case studies relating to urban greenspace.

Chad Riley, Director of Finance & Strategy, Living City Block

Chad real estate development professional specializing in financial and sustainable feasibility assessment for real estate developments, green building policy recommendations for state governments and driving research focused on integrating sustainable design solutions into the affordable housing industry.

Andrew Watterson, Chief of Sustainability, City of Cleveland

Andrew Watterson was appointed the Chief of Sustainability for the City of Cleveland in Sept 2009, after a successful career as the Program Director for City's Office of Sustainability since May 2005. As chief, he advises the City on policies related to energy, buildings, fleet, purchasing and oversees the Office of Sustainability.

THURSDAY 4:30-6:00

SEEING BEYOND THE GLARE OF ECO-BLING

SOUTHSIDE THEATER

With the increasing demand for green building, the architect's role as a change agent for the industry can get lost in favor of checklists and "Eco-Bling." Peter Pfeiffer offers strategies for Whole House Design, using case studies and real performance data to evaluate green building strategies that really work. Projects include the "Make It Right" campaign in New Orleans and "Sol Austin" in Texas.

Peter Pfeiffer, Principal, Barley & Pfeiffer Architects,

Peter is an architect and building scientist who was named a Fellow of the American Institute of Architects for his achievements in mainstreaming green building in America over the past three decades. Residential Architect cited him as one of the 10 most influential architects of the past decade.

HOME ENERGY MANAGEMENT- THE SMART HOME OF THE FUTURE

C370

Interactive technologies for reducing energy use are literally "hitting home." Here we explore the latest integrated designs for in-home networked display devices that will allow consumers to use real-time data and real-time costs to save energy and money. Come hear how these systems work, why they're so important, and when they'll be available in your neighborhood!

Ryan Parker, Director of Marketing, Intel

Ryan is the Director of Marketing & Architecture for Intel's Embedded & Communications Group. He is responsible for Scalable and Low Power product line support for all the embedded market segments. In previous roles, he was responsible for defining next generation processor/chipset architectures, and identifying key technology trends in computing.

Kristi Burrows, Director, Customer Insight & Strategy for New Business, Best Buy

Kristi Burrows is director of new business customer insights and strategy at Best Buy Co., Inc., a multinational retailer of technology and entertainment products and services. In this role, Burrows focuses on identifying and leveraging opportunities to collect customer insights for Best Buy's areas of emerging business.

Katie Fehrenbacher, Cleantech Editor, GigaOM.com

Katie Fehrenbacher is the founding editor of GigaOM's greentech site Earth2Tech, and she has been covering cutting-edge technology, startups and entrepreneurs in Silicon Valley for over 8 years. Her work has appeared in the New York Times, CNN, Forbes, Salon, the Economist, Business Week, Red Herring, the Yomiuri Shimbun and the BBC.

PRIVATE & PUBLIC FUNDING OPTIONS

ROOM C260

Cash is the fuel to drive your business success. This workshop will dive into the details and process of public and private funding options for your start-up. From Angels, venture capital and private equity to PIER, APRA-e and SBIR, you will learn the ins and outs of which individuals, institutions and government agencies are right to fund business.

Jon Bonanno, CIO, Sustainable Power Assets

Mr. Bonanno began Sustainable Power Assets (SPA) in 2010 to focus on sourcing, advising, building, owning, selling and operating renewable energy assets. Primarily focused on solar, SPA works with development partners in the US and Europe to bring smart capital to bear on the deployment of qualified projects.

Philip Koos, Director, PricewaterhouseCoopers LLP

Mr. Koos works with companies with government funding and compliance. His assistance includes identifying funding opportunities, preparing proposals/applications, negotiations and designing and implementing compliance controls and processes. Mr. Koos provides services across sectors including energy, utility, aerospace and defense and healthcare.



SMARTER BUILDINGS FOR A SUSTAINABLE FUTURE

ROOM C362

An interactive discussion on what the path forward for smarter buildings should look like. This workshop will feature insights from leading practitioners on how best to (a) design, deploy, measure and manage smarter buildings, (b) hear lessons learned in integrating interactive facilities management, and (c) connect the dots on how to create buildings that interact with both occupants and externalities from the weather to the smart grid.

Rich Lechner, Vice President, Energy & Environment, IBM

Rich is responsible for overseeing IBM's broad energy & environment portfolio of capabilities and offerings in order to help clients improve the sustainability of their organizations across the full breadth of their infrastructure from IT to smarter buildings and to optimize all aspects of their operations for energy, carbon, water and waste.

Dave Bartlett, VP, Industry Solutions, IBM

David Bartlett leads the development of global industry solutions for a Smarter Planet. Dave is responsible for the architecture, design, and implementation of industry-focused solutions that include Smarter Buildings, Cities, Healthcare, Transport, Chemicals & Petroleum, Telco, and Banking, as well as Smart Grid and Smart Water.

Peter Williams, CTO, Big Green Innovations, IBM

Dr. Williams assembles, maintains and develops the portfolio of technologies used in many of IBM's environmental businesses. He is an IBM Distinguished Engineer. By background he is a management consultant with 20+ years experience of developing novel technology solutions and business models.

Discussion led by IBM Executives and Invited Subject Matter Experts



AFTER THE LAUNCH: ACHIEVING MARKET SUCCESS IN THE CLEAN ECONOMY

ROOM C210

You've launched your business, your product is on the market, and you're trying to make a splash. But what does it really take to get past your launch to a successful and growing business? In this interactive panel discussion you will learn where the opportunities are and get practical advice from experts in strategy, sales, marketing, and technology to make your business successful.

Jeff Weinberger, Principal, DS3 Consulting

Jeff Weinberger founded DS3 to help mid-size and large organizations integrate sustainability into the core of their business and develop sustainable strategies that create opportunities, drive innovation and achieve competitive advantage in the marketplace. Jeff is a recognized thought-leader, speaker, writer and blogger on sustainability, disruptive marketing and Web 2.0/Enterprise 2.0 technology.

William Sarni, Founder & CEO, DOMANI

Will has over 30 years of experience providing sustainability and environmental consulting services, and is the author of the forthcoming book *Corporate Water Strategies*. Sarni is focused on developing and implementing corporate-wide sustainability strategies, as well as comprehensive climate and water programs.

Cindy Jennings, VP Marketing & Client Brand Strategy, Cohn Marketing

Cindy leads Cohn's sustainable and clean technology brand practice, guiding companies on how to integrate sustainable practices and communications into a brand as well as advising clean tech companies about how to launch and implement a combination of smart marketing strategies and tactics.

Anneke Seley, CEO, Phone Works

Anneke oversees Phone Works, a sales strategy and implementation consultancy with special expertise in phone and web selling. Phone Works helps clients increase revenue with decreased cost and less environmental impact than traditional sales practices. Anneke is the coauthor of *Sales 2.0: Improve Business Results Using Innovative Sales Practices and Technology*.

PLAY A SERIOUS GAME FOR MORE SUSTAINABLE LIVING

C235

Making sustainable communities a reality requires a deep understanding of the location and lifestyle dilemmas faced by many households. This fast-paced interactive session features an innovative game that challenges you to collaborate on defining barriers faced by people from different walks of life, and craft actionable messages for them demonstrating the value of sustainable living. A 36-person limit means don't be late!

Jim Heid, Founder, UrbanGreen

With an undergraduate degree in landscape architecture, and an advanced degree in Real Estate Development from MIT, Jim has evolved from designer to sustainable development strategist. His firm, UrbanGreen, is an advisor to governments, real estate developers and the capital markets seeking tangible answers to the rapidly evolving discussion about sustainability.

Lisa Michelle Galley, Managing Principal, Galley Eco Capital LLC

A recognized leader in sustainability, Lisa is one of the few real estate consultants in the US with expertise in financing programs for green real estate projects. Lisa's unique knowledge of the opportunities in green real estate has made her a sought-after consultant, speaker, and thought leader on green financing and urban sustainability.

OPENING KEYNOTE 9:00-11:00AM



Panama Bartholomy

Advisor to Commissioner Douglas, California Energy Commission

Panama Bartholomy advises Karen Douglas, the Chair of the CA Energy Commission on climate change, land use, renewable energy, transmission, green building, and biofuels policy. He serves on the City of Sacramento's Planning Commission and the County of Sacramento's Environmental Commission. He is also the Vice-President of the Northern CA Chapter of the US Green Building Council.



Al Zollar

General Manager Tivoli Software, Software Group, IBM

Al Zollar is responsible for the strategic direction and ongoing operations for the Tivoli brand, which manages today's dynamic infrastructures, giving customers the ability to manage resources and risks, optimize human capital and manage service levels and business processes. Tivoli offers solutions in seven key service areas: Service Management, Asset Management, Storage Management, Security Management, Application Management, Network Management and Energy Management.



Chris Waugh

Practice Lead, Consumer Experience Design, IDEO

Chris Waugh is a leading member of IDEO's Consumer Experience Design practice in California. He has been involved in a variety of IDEO innovation breakthroughs ranging from food and beverage to personal banking. His focus lies in employing the human centered design process to answer questions about the future of community and how to create social change.

FRIDAY 11:30-12:30

THE FUTURE OF PREFAB

HERBST PAVILION

Prefab has been called "the oldest new idea," but many say this is the time for prefab to really make significant change. Leading experts in the field of sustainable prefab join to share lessons learned, what has worked, what hasn't, what are the key challenges and how to avoid them. They'll also offer insights into what they see as the future of the exciting world of offsite technology.

Michelle Kaufmann, Principal, Michelle Kaufmann Studio

Michelle is an accomplished architect, designer, and advocate for smarter ways to design, build, and live. She has led the field of prefab green homes, has been widely published and has received numerous awards including Top Firm 2008 by Residential Architect and has been called "the Henry Ford of green homes" by the Sierra Club. **Jennifer Siegal, Founder & Principal, Office of Mobile Design**

Jennifer is known for her work in creating the prefab home of the 21st century. She holds a MArch from SCI-Arc, was a Loeb Fellow at Harvard University and is now a Visiting Professor at USC. The winner of the inaugural 2009 USA Network "Character Approved Award" she is celebrated as a "leading innovator shaping American culture."

Allison Arieff, Writer, New York Times and GOOD

Allison writes, lectures, and consults about architecture, design and sustainability. She grows 20 different vegetables on her urban "farm" in San Francisco.

Anne Hand, CEO, Project Frog

As CEO of Project Frog, Ann is leveraging the company's game-changing innovation to grow markets, develop new products and increase brand awareness for its industry-leading smart buildings. Ann is on a mission to revolutionize how buildings are built and redefine standards for how they perform...she intends to make the construction industry a lot better.

HOW TO GROW SMARTER BUILDINGS

SOUTHSIDE THEATER

The purpose of this session is to introduce how to get started with smarter building solutions. Today's buildings have new abilities to measure and sense the exact condition of practically everything. It is one thing to design or retrofit a Green Building, but how do you operate one at

this higher level on a day-to-day basis? This session will help you answer that question.

Dave Bartlett, VP, Industry Solutions, IBM

Dave Bartlett leads the development of global industry solutions for a Smarter Planet. Dave is responsible for the architecture, design, and implementation of industry-focused solutions that include Smarter Buildings, Cities, Healthcare, Transport, Chemicals & Petroleum, Telco, and Banking, as well as Smart Grid and Smart Water.

THE RISE OF THE ECOPRAGMATIST

ROOM C370

As the world emerges from the "Great Recession," a new type of customer emerges with it. The "Ecopragmatist" weighs return on investment and sustainability as parts of the same equation, assigning value to the green attributes of a product or service. Here green marketers discuss how to target "Ecopragmatists" and the market forces that give sustainability more weight in the ROI equation.

Jason Morris, Cleantech & Green Practice Lead,

Schwartz Communications

+ Guest Speakers

VC PITCH OFF

ROOM C260

Sustainable startups and green business competition winners pitch hot ideas for expert VCs. Come see top emerging businesses pitch their company to leading venture investors and get real-time feedback. Watch them compete for fame, funding and prizes to kick off their success!

MODERATORS:

Jon Bonanno, CIO, Sustainable Power Assets

Jon began Sustainable Power Assets (SPA) in 2010 to focus on sourcing, advising, building, owning, selling and operating renewable energy assets. Primarily focused on solar, SPA works with development partners in the US and Europe to bring smart capital to bear on the deployment of qualified projects.

Kathleen Gilligan, Partner & Co-Founder, EcoStrategy Group

Kathleen is a co-founder of EcoStrategy Group, a consulting firm that helps companies effectively communicate their sustainability efforts. The firm specializes in stakeholder engagement and data-driven communications. Kathleen is a LEED-Accredited Professional, and has worked with businesses in multiple

industries from start-ups to public companies.

VC JUDGES:

Anup Jacob, Partner, Virgin Green Fund

VGF invests growth capital in renewable energy and resource efficiency sectors. Before VGF, Anup was a Partner at Aqua, where he served on several boards. He currently serves on the board of Solyndra, a thin-film solar company and Wildcat, a material science company. Prior to TPG Anup began at DLJ in Global Power and Merchant Banking, and he is a graduate of the University of Chicago.

Will Coleman, Partner, MDV, Mohr, Davidow Ventures

Will Coleman is a partner at Mohr Davidow Ventures focusing on energy and cleantech investing. Prior to MDV, Will worked in Washington, DC as a legislative director for a renewables coalition building state and federal level coalitions to support renewable energy legislation.

Joshua Raffaelli, Partner, MDV, Mohr, Davidow

Joshua's primary areas of interest are in energy and services businesses. He has worked as an Analyst at Och-Ziff Capital Management in London, JPMorgan's Technology Investment Banking group in San Francisco where he focused on mergers & acquisitions and debt and equity offerings.

David Mount, Partner, Kleiner Perkins Caufield & Byers

David is on the greentech team at KPCB, and works with growth stage companies in the sustainability field.

DEEP GEEK: NATURAL BUILDING IN THE 21ST CENTURY!

ROOM C362

What is "natural building," and how can ten billion humans shelter themselves in the post-oil era? How can builders learn from history, chickens, and astronauts? Bruce King and the growing Build Well Network have been exploring this and other questions for many years. Come and take part in the future of building!

Bruce King, Director, Ecological Building Network

A recovering structural engineer who has spent 20 years figuring out how to build with what is already here, Bruce King gets asked to speak about this topic in places like London, Beijing, Sydney, Havana, Hong Kong, Toronto and even Berkeley. He also raises chickens and writes books.

VISIONARY STRATEGIES FOR ENERGY EFFICIENCY

ROOM C210

The California Long Term Energy Efficiency Strategic Plan is the state's roadmap to maximize its efficiency potential-including a "big bold" goal to achieve zero net energy by 2030. California has committed more than \$3 billion to achieve the goals of the Strategic Plan over the next three years. This panel will discuss new statewide programs for achieving these ambitious goals.

Kristina Skierka, Senior Advisor, Energy Efficiency Strategic Plan, CA Public Utilities Commission

As an Energy Foundation Senior Fellow, Kristina is working with the California Public Utilities Commission to help implement the visionary goals of California's Energy Efficiency Strategic Plan.

Michael Wheeler, Energy Advisor, CA Public Utilities Commission

Michael Wheeler serves as an Energy Adviser to Commissioner Dian Grueneich. Prior to his current position, Michael led the Residential Sector Strategic Planning process for the CPUC. Prior to joining the CPUC in 2006, Michael worked for the EPA and DOE on energy issues in Washington DC. Michael has a M.S in Energy Policy from the University of Delaware.

Theresa Cho, Chief of Staff, Office of Commissioner Grueneich, CA Public Utilities Commission

Theresa is an attorney with extensive experience in energy regulatory matters and transactions, including on electricity sales and performance contracts. At the CPUC, Theresa focuses on policies and programs to promote energy efficiency and other clean energy issues. She played a key role in the CPUC's Energy Efficiency Strategic Plan.

THE END OF GREEN MESSAGING?: HOW COMMUNITY ENGAGEMENT IS SUPERSEDING CORPORATE COMMUNICATION

ROOM C235

It matters less what you say, more what you do, and most what your community says about it. We're seeing a shift from advertizing to engagement and interaction. How can we mobilize community to support our mission as sustainable companies? How do we convey value without tooting our own horn? This session promises digital interactivity and interaction - so bring your smartphone and come join the fun!

Amy Skoczlas-Cole, Head of Environment & Director, Green Team, eBay

Amy has worked at the nexus of business and sustainability for 15 years. As a thought leader in embedding authentic corporate responsibility programs into business operations, Amy has advised dozens of Fortune 500 companies. Her expertise covers a myriad of CSR issues including greening operations, engaging customers & employees in environmental efforts and partnering with stakeholder communities.

Adam Werbach, Chief Sustainability Officer, Saatchi & Saatchi

Adam Werbach is the Chief Sustainability Officer for Saatchi & Saatchi. He's the bestselling author of *Strategy for Sustainability*. Elected president of the Sierra Club at age 23, Adam has been working to fight humanity's dumbest efforts to destroy the earth for far too long already.

FRIDAY 1:30-4:00

APPLIED BRILLIANCE: THE FUTURE OF COMMUNITY

ROOM C370

This highly interactive session begins with surprising insights from four original thinkers who make sense of the paradigm shifts confronting us. Then we work with them in an engaging problem-solving design exercise to create a collaborative new vision for how we live, work and play. Panelists include inter-disciplinary experts on networked relationships, color, sustainable design and the architecture of the future. Come join the fun and apply your brilliance!

Deborah Patton, Executive Director, Applied Brilliance

As an innovator in strategic marketing and communications, Deborah develops and produces unique thought-leadership programs that push the limits of creativity and innovation. She believes that the lynchpin to resilience in any creative discipline is to step outside of your own comfort zone, and recognize the patterns of unconnected threads of emerging trends as harbingers of cultural change.

Jill Pilaroscia, IACC, Principal, Colour Studio, Inc.

Within 30 seconds color first and foremost shapes our impression of our environment. Jill has dedicated three decades to writing, teaching and running her color consultation studio for architecture and product design. Her message consistently promotes the idea that the use of color bridges the fields of art and science.

Marc Hinshaw, Founder & Creative Partner, Holt Hinshaw

Marc brings 30 years experience as Creative Director and Principal Designer on a wide array of user-experience development, and software design. His core creative practice is an internationally recognized, multidisciplinary design consultancy concentrating on one-of-a-kind assignments for prestigious and diverse clients.

Jerry Michalski, Founder & Guide, The REXpedition

Leading an expedition into the Relationship Economy; looking for fellow travelers.

Susan Goldsman, Principal, MIG, Inc.

An expert in children's environments, Susan's award winning designs tell the story of a place and its people, weaving history and art with function and form to create places that become destinations. She holds degrees in Environmental Design, Landscape Architecture and

INTELLIGENT TRANSPORTATION SUMMIT

ROOM C260

The effectiveness of plug-in automobiles is directly tied to the systems in which they are deployed-including the Smart Grid, a network of charging stations, and improved battery technology. This summit is a roundtable discussion among the leaders and visionaries actively shaping this emerging industry. The Agenda for this summit will include: reporting on the state of the industry, painting a vision of the opportunities it presents, assessing the challenges it faces, and crafting a roadmap for success.

Anthony Eggert, Commissioner, California Energy Commission

Anthony Eggert was appointed by Governor Schwarzenegger in January 2010 and fills the Environmentalist position on the five-member Commission. Currently, Commissioner Eggert serves as Presiding Member of the Efficiency Committee and as Associate Member on the Transportation Committee, AB 32 Implementation [Ad Hoc Committee] and the Federal Stimulus Program [Ad Hoc Committee].

Daniel Kammen, Professor, University of California, Berkeley

Daniel is a distinguished professor at UC Berkeley where he holds appointments in the Energy and Resources Group. He is the founding director of the Renewable and Appropriate Energy Laboratory (RAEL), and Co-Director of the Berkeley Institute of the Environment.

FRIDAY 1:30-2:30

WORDS VS. ACTIONS: THE LATEST RESEARCH ON

HERBST PAVILION

Consumers say sustainability is important, but their actions don't always match. Why is that? And what do you do about it? Here we answer those questions and more by sharing the latest research from the Shelton Group's annual consumer opinion studies-Energy Pulse, Eco Pulse, and Green Living Pulse-on the shifting landscape of consumer perceptions & behaviors around energy, efficiency and sustainability.

Suzanne Shelton, President & CEO, Shelton Group

Suzanne Shelton is the president and CEO of Shelton Group-one of the few ad agencies in the country that focuses on motivating mainstream consumers to make sustainable choices. As President and CEO of Shelton Group, she leads her firm's efforts in bringing energy efficient and sustainable products and services to market in a way that engages consumers and moves them to action.

DISTRIBUTED SOLAR POWER FOR SCALING UP RENEWABLES

SOUTHSIDE THEATER

A pioneer in implementing distributed solar projects, Arno Harris discusses a scalable path to renewable energy, including the advantages of locating solar near existing transmission lines for faster development and less environmental impact. Arno also discusses the implications of getting to grid parity, and the policies that hold the most promise for helping us develop scalable clean energy.

Arno Harris, CEO, Recurrent Energy

Arno Harris is CEO of Recurrent Energy, a leading developer of solar power projects providing clean electricity to utilities and large energy users. Arno writes about solar and renewable energy on his blog *Clean Energy Future*.

TRANSPARENCY VS SECRECY: CHARTING A COURSE IN SUSTAINABILITY REPORTING

ROOM C362

Who's telling what and why? As companies struggle with what to report, and how much, they must balance the benefits of transparency against issues of security, competitive advantage and resource requirements. Moderated by EcoStrategy group, come hear how NetApp, Del Monte Foods and Williams-Sonoma are addressing these challenges.

Kathleen Gilligan, Partner & Co-Founder, EcoStrategy Group

Kathleen Gilligan is a co-founder of EcoStrategy Group, a consulting firm that helps companies effectively communicate their sustainability efforts. The firm specializes in stakeholder engagement and data-driven communications. Kathleen is a LEED-Accredited Professional, and has worked with businesses in multiple industries, from start-ups to public companies.

Karen Janowski, Partner, EcoStrategy Group

KJ focuses on helping clients to understand and engage with key stakeholders and to communicate their sustainability efforts in a way that has impact and integrity. She frequently speaks and writes on these topics. She is a leader and active member of several sustainability focused non-profit organizations.

Christina Nicholson, Director, Sustainable Development Williams-Sonoma, Inc.

Christina is responsible for driving sustainability as a strategic agenda throughout both corporate and brand activities with Pottery Barn, West Elm, and Williams-Sonoma. Her background in finance, sustainable design and marketing make her uniquely qualified for this cross sector challenge.

Peter Perrault, Green Giant, NetApp

Peter is NetApp's 'Green Giant' managing the company's Environmental Sustainability Program. He is responsible for working with senior leadership through the VP level to create the company's strategic vision for worldwide environmental sustainability, environmental education and awareness and the development and execution of NetApp's environmental sustainability program.

Robin Connell, Manager of Sustainability Programs, DelMonte Foods

In 2008 Robin achieved her M.B.A. in Sustainable Management from the Presidio Graduate School. She previously received her B.A. in Environmental Studies from the University of Santa Barbara with a focus on Sustainable Urban Development.

NET ZERO ENERGY: LESSONS LEARNED FROM DESIGN AND OPERATION**ROOM C210**

Net Zero is a living goal that requires us to account for real people and real energy use. Achieving Net Zero Energy requires expanding our design scope beyond the physical building to include often ignored areas such as plug loads, building operation, and even transportation. Panelists draw from nine zero energy projects to describe the transition from efficient buildings to zero carbon communities.

Brad Jacobson, Senior Associate, EHDD Architects

Brad leads some of EHDD's high-performance projects including a net zero energy, LEED Platinum office building for the David & Lucile Packard Foundation. His Global Ecology Research Center at Stanford University reduced carbon emissions by over 60% and was named a AIA Top Ten Green Building in 2007.

Peter Rumsey P.E., Principal, Integral Group

A national leader in the design of low energy buildings, Peter has designed mechanical systems for data centers, clean rooms and labs that are among the most energy efficient in the U.S. He is a frequent lecturer at industry events, conferences and universities. His focus has been transforming the building industry by designing affordable and dramatically energy efficient buildings.

Scott Shell, Principal, EHDD Architecture

Scott Shell is a nationally-recognized expert on the design of zero energy buildings and how it changes the architect's approach to design, client interface, and buildings in use. He has completed and monitored a handful of zero energy buildings, with construction now beginning on the 50,000sf zero energy Packard Foundation.

SYSTEMS THINKING FOR A VIBRANT FUTURE**C235**

Getting from here to sustainability requires thinking in a big-systems, holistic way. David Johnston explores specific steps we can take to transition our systems for buildings, health, safety, finance, water, energy, and community. Using examples from his recent sustainability delegation to Europe, David explores how we integrate and scale these solutions to create a vibrant future where each piece supports the larger whole.

David Johnston, President, What's Working, Inc.

Johnston has trained thousands of builders and industry professionals worldwide. Johnston's has authored four books: *Building Green in a Black and White World*, *Green Remodeling*, *Changing the World One Room at a Time*, *Green From the Ground Up* and *Toward a Zero Energy Home*.

FRIDAY 3:00-4:00**DESIGNING FOR POSITIVE IMPACT****HERBST PAVILION**

Across industries, there's an increasing awareness that the systems, products, and services created to support modern lifestyles do not support emerging efforts to build a healthy future. We see a growing gap between people's needs and desires and the offerings available to help realize them. Few businesses have stepped up to provide products and services that help shift people's habits accordingly. IDEO's work in behavior change highlights the tremendous opportunity for goods, services, and new business models to not only survive in change, but also thrive on it.

Chris Waugh, Practice Lead, Consumer Experience Design, IDEO

Chris Waugh is a leading member of IDEO's Consumer Experience Design practice in California. He has been involved in a variety of IDEO innovation breakthroughs ranging from food and beverage to personal banking. His focus lies in employing the human centered design process to answer questions about the future of community and how to create social change.

SMART SYSTEMS FOR FUTURE COMMUNITIES**SOUTHSIDE THEATER**

Most of the world's populations live in cities, but infrastructure, systems design, and even our ways of thinking need to be upgraded to deliver livable, connected, and distinctive communities that nurture their inhabitants and interact sustainably with surrounding environments. Our discussion will focus on innovative trends and ideas and provoke new thinking about cities and communities.

Christine Hertzog, Managing Director, Smart Grid Library

Christine is a consultant, author, and a professional explainer focused on Smart Grid technologies and solutions. She helps clients understand and navigate the electricity ecosystem of emerging technologies and markets. She authored the Smart Grid Dictionary, the first dictionary defining jargon, acronyms, and terminology used by utilities, regulators, standards organizations, and manufacturers.

Andrea Traber, Director, KEMA Services, Inc.

Andrea directs large projects and client relationships, as well as managing technical professional staff. She oversees services include energy efficiency design assistance, energy modeling and auditing, commissioning, retro-commissioning, real estate portfolio management

strategy, LEED consulting, and green building policy development.

Andrew Clark, Director of Strategy, IBM Venture Capital Group

Drew is co-founder of & strategist for IBM's global venture capital group. He is also a top strategist for many of IBM's key business imperatives in the Energy & Environment space, including smart grid, smart buildings, and advanced water management. He works closely with the global venture capital community across multiple IBM brands and industry units to help drive new business opportunities.

Scott Green, Clean Tech/Regional Policy Officer, City of San Jose

Scott accelerates sustainability by helping implement the San Jose Green Vision – a plan for creating clean tech jobs by providing incentives and services for clean tech companies, incubating and purchasing next generation technology, and advocating for legislation supporting green innovation.

MAKING YOUR COMPANY SEXY FOR INVESTORS**ROOM C362**

How can company founders prepare their companies for the scrutiny of professional investors? This presentation will focus on steps to take before the investors ask for the business plan. Topics include what kind of business structure professional investors prefer, providing stock to key employees, protecting intellectual property, avoiding common mistakes, thinking about valuation and understanding the pros and cons of typical deal terms.

Richard Lyons, Partner, Wendel, Rosen, Black & Dean

Richard is the Senior Legislative Advocate for the California Building Industry Association, and has been with them for over 20 years. CBIA is a statewide trade association representing more than 6,700 companies. Richard is responsible for land use, housing, infrastructure, school facility and local government finance issues impacting the industry.

OPTIMIZING BLENDED VALUE COMPANIES**ROOM C210**

Here we explore emerging business models for blending money and mission. Learn how "Flexible Purpose Corporations" empower social entrepreneurs and enhance profitability; the "5 friction points" businesses experience in pursuing a triple bottom line; and how to overcome them with options including the B Corp, the FPC, the L3C, the Benefit Corporation and others. Find out how a blended model can work for your company!

Todd Johnson, Partner, Renewable Energy & Sustainability Head, Jones Day

Todd founded Jones Day's Northern California practice in 2000 by opening its Silicon Valley Office and presently leads the Firm's Renewable Energy and Sustainability Practice where he represents founders, investors, and companies pursuing renewable energy solutions, energy efficiency, and "for-benefit" models for corporate governance.



MULTIFAMILY GOES PLATINUM: COMMUNITIES ON LIVING HOMES

ROOM C235

LivingHomes has two multifamily projects in Northern California that are expected to be certified LEED Platinum. Using sustainable building materials and systems-design, these homes are modern, elegant, and efficient. The Presidio homes, designed by KieranTimberlake, and the others in Los Altos are helping LivingHomes fulfill the promise of prefab as a real game changer in residential housing.

Steve Glenn, CEO, LivingHomes

LivingHomes is a premier developer of modern, prefabricated homes that combine world-class architecture with an unparalleled commitment to healthy and sustainable construction. The first LivingHome, designed by Ray Kappe, FAIA, was installed in eight months and was the first home to be certified LEED Platinum. Nine other LivingHomes have or should achieve LEED Platinum.

Friday 4:30-6:00

TECHNOLOGY ENABLING SUSTAINABILITY

SOUTHSIDE THEATER

It is critical from an economic, environmental, and social perspective that we have the technologies to plan for and prosper in a world with rising population, rapid urbanization, natural resource depletion and a changing climate. This panel discusses how innovative technologies are enabling sustainability by transforming how we interact with our environment, manage resources and infrastructure, and build resilience for responding to natural disasters.

Carrie Freeman, Director Sustainable Business Innovation, Intel Corp.

Carrie is responsible for developing the business opportunities for Intel's eco-technology solutions in the areas of environmental monitoring and natural resource management. In her previous role as corporate sustainability strategist, she directed corporate wide strategic sustainability efforts working with stakeholders internal and external to the company.

Rachel Sheinbein, Principal, CMEA Capital

Rachel Sheinbein joined CMEA Capital in 2008 and is a Senior Associate with the Energy and Materials team. Before CMEA, Rachel was a consultant for start-ups in the areas of bio-plastics, solar and water treatment. She also is an angel investor, and co-chairs the Keiretsu Forum angel's WISE (Women Investing in & Supporting Entrepreneurs) group.

Peter Williams, CTO, Big Green Innovations, IBM

Dr. Williams assembles, maintains and develops the portfolio of technologies used in many of IBM's environmental businesses. He is an IBM Distinguished Engineer. By background he is a management consultant with 20+ years experience of developing novel technology solutions and business models.

Stan Wrzeski, VP & Global Director, Carbon & Climate Action, HOK Group

For over four decades, Stan has built public/private partnerships from the public sector, private sector and academe. A product of MIT's Building Technology Group, he blends the practicality of a contractor with the perspective of an educator to package projects that explore innovation and reflect HOK's uniquely-integrative approach to sustainability.

Steve Engler, Director, Carbon Management Services, Deloitte

FORUM: DESIGNING SOCIALLY JUST, LOCAL FOOD SYSTEMS

ROOM C260

How can we build a vibrant, socially just food system that serves everyone in our communities? This gathering of urban ag practitioners, community leaders, and policymakers will address this question head-on, and share success stories and lessons learned on the road to local food security. Learn about the challenges facing Bay Area urban farmers and food justice advocates, and hear about strategies and plans now underway to overcome them. Achieving lasting food security for all will require collaboration between community leaders, non-profits, schools, public officials, entrepreneurs and business leaders. Join the conversation!

Aaron Lehman, Network Development Director, Bay Localize

Aaron co-founded Bay Localize and serves on the Oakland Climate Action Coalition and the Oakland Food Policy Council. He has worked for the Ella Baker Center, Circle of Life, and Earth Island Institute. Aaron lives in Oakland and is an avid gardener.

Tim Block, Program Manager, The Home Depot Foundation

Tim has 12 years of experience in the affordable housing and community development fields and has worked with many of the Foundation's national affordable housing partners. In this role, Tim oversees the Foundation's grantee work, including developing program direction, partnering with nonprofit organizations to develop project proposals, and negotiating grant contracts.

Jason Mark, Co-Manager, Alemany Farm, Editor, Earth Island Journal

Jason Mark is a writer-farmer engaged in the movement for sustainability. He splits his time between editing the quarterly magazine Earth Island Journal and co-managing Alemany Farm in San Francisco.

Jay Rosenberg, Co-Director, Hayes Valley Farm

Jay is a permaculture designer and educator working on a community-run farm and urban agriculture education and research project located in the heart of San Francisco. The farm is on a mission to serve as a community and agricultural hub empowering San Francisco residents to connect with one another, grow their own food, and learn about sustainable ecological systems.



SOCIAL ENTREPRENEURSHIP WORKSHOP: DEVELOPING COMMUNITY CAPITAL

ROOM C370

Social entrepreneurs are society's change agents, introducing new methods for businesses, nonprofits, and civic partnerships to achieve social and financial returns. We will teach you the newest trends in social entrepreneurship, social responsibility, triple-bottom line accounting, and strategic partnership building. Join us to learn how to engage your community capital and move "beyond sustainability."

David Hopkins, Co-Author, *The Tactics of Hope: How Social Entrepreneurs Are Changing Our World*

David Hopkins is a motivating young entrepreneur, writer and speaker. He appears regularly in online media, TV and radio for his work in social entrepreneurship.

Wilford Welch, Author, *The Tactics of Hope*

Wilford helps corporations and individuals take actions that are in their enlightened self-interest, to effectively address the major social and environmental challenges we face.

Kene Turner, President, Eplife Consulting

Kene has over 15 years of experience providing nonprofit management consulting, professional development education, entrepreneurship training and corporate social responsibility strategies.

BEER & BANTER WITH BUILDINGGREEN

ROOM C362

What better way to wrap up the 2nd day of WCG10? Libations and loquaciousness on all things green with three of our best and brightest! This session is truly free-flowing—we're taking all questions, opinions, and perspectives about green building. And no worries about things getting out of hand—Peter will be in charge of the taps on both beer and banter.

Alex Wilson, Founder & Executive Editor, BuildingGreen, LLC

Alex is the founder of BuildingGreen in Brattleboro, Vermont and executive editor of Environmental Building News and GreenSpec. He is author of *Your Green Home* and recipient of the 2010 Hanley Award for Vision and Leadership in Sustainable Housing.

Ann Edminster, M.Arch, Green Building Consultant, Design AVenues

Ann is an international expert on green building and a principal author of LEED for Homes. Her new book, *Energy Free: Homes for a Small Planet*, offers guidance on net-zero energy design. An acclaimed teacher and facilitator, she advises builders, developers, manufacturers, architects, utilities, public agencies, entrepreneurs and non-profits.

Peter Yost, Director, Residential Services, BuildingGreen, LLC

Peter has been building, researching, teaching, writing and consulting on high performance homes for more than 25 years. His expertise ranges from construction waste management to building durability. Peter has made significant contributions to the NAHB Research Center, Building Science Corp, EEBA, USGBC's LEED for Homes program and DOE's Building America program.

Bruce King, Director, Ecological Building Network

A recovering structural engineer who has spent 20 years figuring out how to build with what is already here, Bruce King gets asked to speak about this topic in places like London, Beijing, Sydney, Havana, Hong Kong, Toronto and even Berkeley. He also raises chickens and writes books.

CREATIVE GREEN FINANCE: VALUING INVESTMENT IN SUSTAINABILITY

ROOM C210

How can we redefine "high performance" investments and "safe lending practices" to incorporate sustainability? As companies and banks push beyond BSR and SRI they're looking to leverage greater transparency to develop 21st century banking practices that serve a clean green economy. Here we explore the steps financial institutions can take to favor investments that do something good for the world!

Todd Johnson, Partner, Renewable Energy & Sustainability Head, Jones Day

Todd Johnson is a partner at Jones Day, one of the nation's top law firms. Todd founded Jones Day's Northern California practice in 2000 by opening its Silicon Valley Office and presently leads the Firm's Renewable Energy and Sustainability Practice.

Joshua Levine, VP, SRI Wealth Management, Royal Bank of Canada

Joshua provides highly customized financial advice and investment solutions to families, foundations, endowments, and small businesses. Through the goal of improving social justice through capital markets, he develops investment strategies that are in line with a client's ethics, without sacrificing return.

ZERO NET ENERGY TECHNOLOGY FOR UTILITIES

ROOM C235

Zero Net Energy (ZNE) is one of California's Big Bold Energy Efficiency Strategies (BBEES), and new technologies are helping make this goal a reality. Learn more about ZNE from experts at the cutting edge of commercial buildings policy and technology, including leveraging local area networks for energy savings, dashboards, organic lighting and the latest in sensors and controls.

Jordana Cammarata, Policy Analyst, California Public Utilities Commission

Jordana Cammarata is involved in the oversight of the commercial energy efficiency programs for existing buildings and new construction. She is also engaged with the implementation of the California Energy Efficiency Strategic Plan, and recently launched a Zero Net Energy (ZNE) Action Plan for the Commercial Sector. She holds an MPP from the University of Southern California (USC).

Gregg Ader, Chief Architect, Southern CA Edison

Gregg is the manager of SCE's Design and Engineering Services, of which the RTTC is an integral part. He is the author of over 65 technical and design related articles and was the executive producer of four "Environmental Showcase" television programs for NBC.

Stephen Selkowitz, Department Head, Lawrence Berkeley National Lab

Stephen leads a buildings R&D team that develops, tests and deploys new technologies, systems and tools for new and retrofit high performance, energy efficient buildings.



DON'T FORGET TO ORDER YOUR CONFERENCE PROCEEDINGS CD FROM CADMIUM IN KEYNOTE HALL

OPENING KEYNOTE 9:00-11:00AM

**Hunter Lovins****Founder & President, Natural Capitalism Solutions**

Hunter Lovins is an international consultant, professor, speaker and author on enhancing business value while practicing environmental sustainability. She presents regularly to audiences ranging from business, government, community groups and universities. For over 20 years, she has been widely published, quoted and referred to on how being environmentally friendly increases profits.

**Gregory Miller****Technologist & Professor, Presidio Graduate School**

Gregory Miller is Advisor to Google.org, an active angel investor and TEDster, and served as interim Dean of Presidio Graduate School. Through 2009 Greg was Managing Director at Google.org & Google Foundation leading the investment, grants and legal teams addressing renewable energy and climate change, global economic development and global public health. Prior to Google, Greg was a co-founder of early Wi-Fi company Cometa Networks, and partner at Gunderson Dettmer advising start-ups and venture firms.

SATURDAY 11:30-12:30

SPILLS, SINS & STARBUCKS: HOW OIL HAS NEGATIVELY ALTERED OUR BUILT ENVIRONMENT**HERBST PAVILION**

The Gulf Coast Oil Spill is the worst environmental disaster in history. Here Eric explores the tragedy of the spill, and how our own dependence on fossil fuels is really to blame. Then he offers a plan for transforming our cities and suburbs to eliminate this addiction once and for all. Combining equal parts humor and insight, Eric's annual talk is a highlight of the conference.

Eric Corey Freed, Founding Principal, organicARCHITECT

Eric has nearly 20 years of experience in green building. Eric is author of 4 books including *Green Building for Dummies*. His new book is *GreenSense for the Home*. Eric is considered a leader in the field; named by San Francisco Magazine *Best Green Architect* in 2005 and *Best Visionary* in 2007.

INNOVATE WITH EMPATHY: SHIFTING WORLDVIEWS THROUGH INSPIRED COMMUNICATION**SOUTHSIDE THEATER**

A growing chorus of scientists and sociologists are exploring the rise of empathy as a vital tool for 21st century leaders. But how are empathy and innovation related? What can the latest research in developmental psychology, worldviews, and social outlook teach us about being more authentic communicators? In this interactive seminar John presents compelling research and practical exercises for anyone who wants to shift minds to make a difference!

John Marshall Roberts, Founder & CEO, Worldview Learning

John Marshall Roberts is CEO of Worldview Learning. He is a bestselling author, speaker and applied research psychologist with more than a decade of strategic communications consulting experience. A former psychology professor, John's work to date has focused largely on overcoming mainstream skepticism through strategic communication design.

REBOOT! REDEFINING CALIFORNICATION**ROOM C370**

California - the world's eighth largest economy-is in a pivotal leadership position for advancing a prosperous green economy. The CA Green Plan is a comprehensive

approach to developing an integrated set of policy recommendations for CA's incoming governor. Come hear how successful international precedents including the Netherlands, New Zealand, and the European Union offer a proven path to aligning economy and ecology.

Darian Rodriguez Heyman, Managing Partner CODE Green Agency

After five years of service, Darian recently stepped down as Executive Director of Craigslist Foundation and as a Commissioner for San Francisco's Department of the Environment. Most recently, Heyman launched Code Green Agency, which provides strategy, messaging and fundraising for the green economy.

Bonnie Nixon, Managing Partner, CODE Green Agency

At CODE Green, Bonnie leads strategy and messaging for the Green Economy. As Former Director of Environmental Sustainability at HP, she managed the vision, strategy, marketing, messaging, employee and stakeholder relations program. As HP's Director of Ethical Sourcing, Bonnie spent 10 years implementing the world's largest and most complex electronic ethical and sustainable supply chain program.

Dan Geiger, Executive Director, USGBC, Northern California Chapter

Dan has more than 25 years of executive experience including founding and CEO positions in 3 nationally recognized non-profits. His work has been featured in Good Morning America, Wall Street Journal, San Francisco Chronicle, San Jose Mercury News, and many other media.

Pedro Nava, CA State Assemblyman, Chairman, Select Committee on CA Green Economy**Huey Johnson, Founder, Resource Renewal Institute, Founder, Trust for Public Land****CLEAN ENERGY FINANCING: PITFALLS & OPPORTUNITIES IN 2011****ROOM C260**

2011 will be the shakeout year for clean energy, with massive changes in the industry including production-based incentives, investment tax credits, and equipment supply chain signals. This panel will uncover the key challenges and opportunities facing the distributed generation business environment in 2011 and provide on-the-ground insight to navigate, survive, and thrive in the coming clean energy economy.

Adam Boucher, CEO, Fund Manager, Adam Capital Inc.

Adam founded and manages a private investment fund that has pioneered Senior Secured Debt as a strategy to invest in clean energy projects. He provides leadership in all operations, investor relations, and fund management. Adam represents a new generation of fund manager, with a personal resolve to triple bottom line returns.

Liz Yager, Interim Energy & Sustainability Manager, Sonoma County

Liz is also the Program Manager of the Sonoma County Energy Independence Program (SCEIP). Her background ranges from building science to mass spectroscopy, IT to having been a golf pro. Liz is passionate about energy independence and the importance of equity in a sustainable future.

Larry Farris, Adam Capital Inc.

Larry has more than 15 years experience solving complex business and financing challenges and brings much needed humor and passion to clean energy project finance.

Danny Kennedy, Founder, Sungevity

A long-time social activist and entrepreneur, Danny started Sungevity to take solar to the suburbs by bringing sunshine online to make it easy and affordable to go solar.

Joe Anzalone, Senior VP, Commercial Banking Group Manager, New Resource Bank

Joe has broad expertise in operating, advising and financing emerging-growth technology companies. He founded Allegiant Ventures, a technology venture fund, and was president and COO of MediaG3, a broadband wireless provider. He also has substantial banking experience, including 15 years at Silicon Valley Bank in a variety of executive positions

MAKING SHIFT HAPPEN: CHANGING OUR COURSE FROM COLLAPSE TO SUSTAINABILITY**ROOM C362**

Author Mat Stein takes us on a journey toward two futures. First he identifies six major current trends heading toward collapse. Then he inspires us by detailing ten major changes we can make using existing technologies and practices to shift toward a sustainable future. With a backcasting exercise we explore steps we can take in our own lives to create a future we all want.

Matthew Stein, Principal, Stein Design

Engineer, green builder, graduate of MIT and author of the bestselling book *When Technology Fails*, Mat has built hurricane resistant eco-friendly homes and designed dozens of consumer & industrial products. An outspoken advocate for making a radical shift in the way we do business to create a truly sustainable world, Mat is also a guest columnist for the Huffington Post.

ENERGY UPGRADE CALIFORNIA - RESIDENTIAL RETROFITS GO LIVE!

ROOM C210

The perfect storm of Federal Stimulus dollars and California rate payer energy efficiency funds have come together to create the largest home energy conservation rebate program in the entire country. Learn about local programs rolling out this fall in California that will save you energy and money. Join us, and join the energy upgrade movement!

Leif Magnuson, Residential Green Building Coordinator, U.S. EPA Region IX

Leif Magnuson brings 21 years of experience at the EPA to his work implementing green building and efficiency programs at the EPA. He is an Environmental Scientist who received his B.S. and M.S. degrees in Biology from Stanford.

Panama Bartholomy, Advisor to Commissioner Douglas, California Energy Commission

Panama advises the Energy Commission on topics including green building, land use, climate change, renewable energy, transmission and biofuels policy. He drives a biodiesel powered car and tries to play Mandolin.

Michael Wheeler, Energy Advisor, California Public Utilities Commission

Michael serves as an Energy Adviser to Commissioner Dian Grueneich. Prior to his current position, he led the Residential Sector Strategic Planning process for the CPUC. Prior to joining the CPUC in 2006, Michael worked for the EPA and DOE on energy issues in Washington DC.

Jeff Gleeson, Senior Product Manager, PG&E

Jeff is a member of PG&E's IDSM Products team and has helped to develop the statewide and soon-to-launch Whole House program. Prior to joining PG&E, Jeff received his MBA from UC Davis where he was a researcher for the UCD Energy Efficiency Center.

SATURDAY 1:30-2:30

DIALOGUES WITH LUMINARIES

HERBST PAVILION

West Coast Green keynote level luminaries will join each other in this informal session telling their personal stories: from occasional challenges that shifted them into action, a few jokes between each other, to stories that illuminate the source of their passion and insights.

David Johnston, What's Working, Inc.

Johnston has trained thousands of builders and industry professionals worldwide. Johnston's has authored four books: *Building Green in a Black and White World*, *Green Remodeling*, *Changing the World One Room at a Time*, *Green From the Ground Up* and *Toward a Zero Energy Home*.

GUEST SPEAKERS TO BE ANNOUNCED

CONCENTRATED SUNLIGHT: NEW TECHNOLOGIES FOR DAYLIGHTING THE BUILDING CORE

SOUTHSIDE THEATER

Recent technological advances now make it possible and practical to deliver concentrated sunlight deep inside commercial buildings. Using passive collectors and tiny tubing to carry sunlight through walls, this technology is cutting edge, affordable, and effective. Panelists will discuss the advantages of central sunlighting so commercial building architects, developers and owners can use it increase efficiency and save energy.

Lorne Whitehead, Chair, Board of Directors, SunCentral Inc.

Dr. Whitehead holds an Industrial Research Chair in Structured Surface Physics at the University of British Columbia where he is a professor. He is the founder and primary inventor of SunCentral's Core Sunlighting System. Lorne holds over 100 patents and has substantial expertise in technology transfer.

Peter Novak, CEO, Sunflower Corp.

Peter has over 25 years of global business development, and operations experience from a career spanning the US, Europe and Asia. He joined Sunflower Corporation as their CEO in late 2006.

Kit Ratcliff, President, Principal, Director of Sustainability, Ratcliff Architecture

Kit is an innovator, speaker and writer on climate change. He directed the firm's launch of the GreenMatrix™, the GHG Calculator for Facility Operation and Green Action Plan Framework. He recently initiated a new service-Sustainability Planning Practice-to create system-wide green plans for clients.

RUBBLE RISING: RECONSTRUCTING HAITI FROM THE INSIDE OUT

C370

How can we use concrete rubble and earthen construction techniques to rebuild Haiti? Hear from architects and designers using simple engineering to build safe affordable structures that will work for Haitians and other cities around the world. Come learn how common urban materials like concrete, rebar, corrugated tin, plastic sheeting, and tires can be repurposed into safe, effective housing for disaster relief.

Bruce King, Director, Ecological Building Network

A recovering structural engineer who has spent 20 years figuring out how to build with what is already here, Bruce King gets asked to speak about this topic in places like London, Beijing, Sydney, Havana, Hong Kong, Toronto and even Berkeley. He also raises chickens and writes books.

Kevin Rowell, Program Director, Kleiwerks International Kevin currently acts as the International program director of Kleiwerks International a 501(c)3 dedicated to education, research and development of sustainable communities world wide. Since 1996 Kevin Rowell has been investigating sustainable living through local organic food production and simple methods of providing housing.

PUTTING NATURE AND PEOPLE TO WORK: ECOLOGICAL PUBLIC SPACE

ROOM C260

This talk looks at how innovative public space design has become a major component of sustainable city planning, and how high-profile urban open spaces have become catalysts for economic development. Speakers will consider projects from NY's High Line and SF's Mint Plaza, to a range of parks, plazas and waterfronts where integrating ecology into public space is improving the environment and creating economic revitalization in the process.

Bry Sarté, Principal & CEO, Sherwood Design Engineers

A leading designer in green and sustainable engineering, Bry has years of international engineering experience ranging from master planning and infrastructure design to site planning for individual buildings and urban spaces. He is the author of *Sustainable Infrastructure: The Guide to Green Engineering and Design*, a comprehensive guide to integrating sustainable strategies into infrastructure planning and design.

Jacob Petersen, Planner, Hargreaves Associates

Jacob's career has focused on leading the design of urban parks - an ongoing investigation of design, programming, sustainability, and urban revitalization. Experience includes Discovery Green a central park in downtown Houston; Caruthers Park in Portland; Parkview West in Chicago; Belo Garden in Dallas; San Diego Waterfront Park; and Oklahoma City's Central Park.

Ken Hays, Partner, Kinsey Probasco Hays

Ken was President of the RiverCity Company, Chattanooga's downtown non-profit development company from 2000-2005. He led the companies efforts as master developer of Chattanooga's \$120 million 21st Century Waterfront Plan

COMPANIES ON A MISSION: ENTREPRENEURIAL STRATEGIES FOR ENLIGHTENED GROWTH

ROOM C235

How do enlightened entrepreneurs win in today's marketplace? Members of a powerful but largely ignored movement, countless small and mid-size companies are generating profits while also exercising social responsibility and environmental stewardship. Learn the strategic principles that guide these pioneers, and how their experiences offer lessons to mainstream businesses.

Mike Russo, Lundquist Professor of Sustainable Management, University of Oregon

Mike is an award-winning researcher who focuses on how the sustainability imperative influences strategic management. His new book is *Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably*. Currently, Mike is studying the greening of global supply chains and geographic clustering by mission-driven companies.

**PASSIV HAUS: AGGRESSIVE SAVINGS****ROOM C362**

Passive House (PassivHaus), the most rigorous building performance standard in the world, has produced over 20,000 buildings & retrofits using super-insulation, high performance windows, controlled solar gains, tight envelopes and heat-recovery ventilation techniques. Learn how Passive House principles can reduce energy use by 70 to 90%, putting cost-effective zero-energy buildings within reach.

Prudence Ferreira, Principal, Integral Impact Inc.

Prudence is a high-performance building and energy consultant with special focus on Passivhaus, Living Building Challenge and Zero Energy buildings. She is President of both Passive House California and USGBC-REC. Her credentials include LEED AP, LEED-Homes Rater, GreenPoint Rater, T24 CEPE, HERS, I, II and PV Rater and Certified Passive House Consultant.

Nabih Tahan, Founder & Architect, BauTechnologies

Nabih has been involved in energy efficient design and construction in California and Austria. He has introduced the Passive House Standard to California and established BauTechnologies to connect and transfer knowhow between Austrian professionals and their American counterparts through design and construction, including manufacturing and modern prefabrication techniques.

Graham Irwin, Principal, Essential Habitat

Graham leads a design and consulting practice with an emphasis on Passive House methodology. His credentials include CPBD, CGBP, LEED AP, Certified Passive House Consultant. He is a founding member of the Passive House Alliance and Passive House California, Graham also lectures regularly and trains Passive House Consultants for the Passive House Institute US (PHIUS.)

MULTI-MODAL TRANSPORTATION: SOLUTIONS FOR MOBILE URBANISM**ROOM C210**

How do we solve the "last mile" problem? Walk, bike, bus, train, ferry - there are so many ways to move around beyond cars. The city of the future needs an integrated strategy for linking them all together. Hear the latest on the HUD-DOT-EPA Sustainable Communities Partnership, high speed rail, revolutionizing greener transit development, and the SF bike coalition.

Timonie Hood, Green Building Coordinator, U.S. EPA Region 9

Timonie drives @EPAgreenbuilding, zero waste and climaterials policy change. She works on environmentally preferable purchasing and green building for EPA's Pacific Southwest region, where her recent projects include: the Lifecycle Building Challenge, HUD-DOT-EPA Sustainable Communities Partnership, Tribal Green Building, Sustainable Transit.

Tian Feng, District Architect, San Francisco Bay Area Rapid Transit District

Tian is the founder/chief editor of Transit Sustainability Practice Compendium and the chair of Transit Sustainability Standards for the American Public Transportation Association. His work on BART Facilities Standards was the first of its kind in transit system design and construction to incorporate sustainability principles and requirements holistically from planning to operations.

Jennifer Blonn, High Speed Rail Coordinator, U.S. EPA

Jennifer advocates a new way of thinking for designing and operating sustainable transit. Improving transit systems' performance and integrating transit with community development is often more vital than a simple reduction of the environmental footprint of agency facilities. A holistic practice of transit sustainability leads to a healthier and happier life style and a more livable community.

Renee Rivera, Executive Director, SF Bike Coalition

Former chair of the SFBC Board of Directors, Renee Rivera is currently the acting Executive Director. Renee has a long history working with the SFBC including leading winning campaigns for bike lanes. Renee has a strong background in nonprofit management and leadership roles and is passionate about improving San Francisco for bicycling.

Eric Eidlin, Sustainable Communities Partnership Liaison, Federal Transit Administration, US Dept of Transportation

Eric provides financial and planning assistance to transit agencies in the Bay Area, and manages FTA's Tribal Transit Program for federal Region 9.

ECOLOGICAL BIONICS: EXPLORING AN ECOLOGICALLY INTEGRATED URBAN FABRIC**ROOM C235**

Urban infrastructures are underperforming around the world. Using natural systems, we can improve site and building performance without increasing energy use. However, urban environments are often hostile to ecology, inspiring today's designers to blend technological and natural solutions into an integrated urban fabric. This presentation explores how ecosystem services can be used to enhance the performance of the built environment.

Josiah Raison Cain, Co-Founder, Design Ecology

Josiah has been greening major projects for over 18 years. His synthesis of design, technology and environment to optimize building and infrastructure performance has been featured at Cascadia, Dwell, Esalen, Harvard, Sunset Magazine, HGTV and the NY Times. He is the Director of Sustainable Design at UCB Extension, and visionary designer of ecological urban environments.