



## FULL PROGRAM

7:30 – 8:00 **Registration & Breakfast**

8:00 – 8:15 **Welcome**

*Jen Thille, Sustainable Enterprise Coalition*

*Brad Baker, President/CEO, Coddling Investments, Inc.*

*John Stayton, MBA Director, Green MBA Dominican University of California*

*Robert Girling, Ph.D., Prof., School of Business & Economics, Sonoma State University*

8:15 – 9:00 **A New Day Dawns: An Overview of Local, State, and Federal Policies**  
(Event Center – Main Hall)

*Honorable Jared Huffman, JD, California State Assemblymember, 6th Assembly District*

9:00 – 9:45 **Opportunities in the New Green Economy** (Event Center – Main Hall)

*Ian Kim, MBA, Director, Green Jobs Campaign, Ella Baker Center*

9:45 – 10:15 **Networking, Exhibitors, and Consulting Corner**

10:15 – 11:15 **Plenary Session – North Bay Opportunities** (Event Center – Main Hall)

Powerful forces are driving change in today's economy and catalyzing opportunities for growth in sustainability and clean technology. Consumers are demanding better products and services. Meanwhile recent legislation requires companies to document their environmental footprints and find ways to reduce their green house gas emissions. This panel will discuss how sustainability is driving innovation, how savvy companies are responding and what this means for the Bay Area's economy.

*William S. Silver, Ph.D., Dean, School of Business & Economics, Sonoma State University*

*Cynthia Murray, President/CEO North Bay Leadership Council*

*Emma Stewart, Ph.D., Senior Program Lead, Sustainable Business & Operations, Autodesk*

*Will Sarni, CEO, DOMANI*

*John Webley, CEO, PAX Streamline*

11:15 – 12:30 **Breakout Sessions – Tools for Transitions**

The Open Brand: Marketing Sustainability in a World of Transparency (Event Center – Main Hall)

Social media technology is driving the shift towards a more open culture, a more open government, and most notably, a more open way of marketing. People are Twittering about your brand right now and the way you respond today will determine the future of your brand. At the same time, because corporate sustainability marketing initiatives lack the transparency that is foundational to building an authentic brand trust, many are getting labeled as green washing. This presentation will prepare you to leverage social media technology, avoid green washing and build trusted relationships with your customers. You will review current case studies of corporate green initiatives that have both succeeded and failed and you will learn how to show your green, authentically.

*Joey Shepp, MBA, Principal, Earthsite*

Business, Social Equity, and the new Green Economy (Event Center– Rm A)

Employees are the most vital resource in successful companies. In a time of economic challenge, innovation requires diverse perspectives. Uncover assumptions that may be limiting your company's workforce. Through a combination of hands-on activities and an informative presentation, you may discover how our social identities impact the success and growth of sustainable businesses. Discover practical tools for talking about race and racism as well as class and "classism". Social equity is an essential element in the emerging green economy. We will define the triple bottom line and legitimize the inclusion of social equity in business sustainability. Participants will gain tools for talking about race/racism, class/classism and understand their influence on the emerging green economy. Begin to explore our own social identities and their impact on this work and identify next steps in the process. The workshop is a combination of lecture and experiential activity.

*Stephanie Puentes, Co-Founder/Co-Director, Equity Action, LLC*

*Laurie B. Lippin, Ph.D., Co-Founder/Co-Director, Equity Action, LLC*

Implementing Sustainability Initiatives – Rewards and Challenges (Event Center – Rm B)

This session provides practical tips from industry experts on how to get sustainability initiatives implemented and what the rewards and challenges are of doing that, including:

- How to create a sustainability policy, and what it should include
- Internal challenges of gaining buy-in for these initiatives
- Practical tips on specific ways to reduce your company's carbon footprint
- How a sustainability policy increases your business opportunities
- Best practices of a mid-size company and large company
- Implications of future regulations and legislation

*Moderator - Mary O'Connor, Founder, Sustainable Leadership Institute*

*Bruce Thorpe, Vice President, WSP Environment & Energy, LLC*

*Jonathan Storper, Partner, HansenBridgett Law Firm*

*Tim Smith, Senior Director, Sustainable Development, Shaklee Corporation*

12:30 – 1:30 **Networking, Exhibitors, Consulting Corner, and Lunch**

1:30 – 2:15 **Moderated Discussion: Changing Visions and Values** (Event Center – Main Hall)

A candid, casual, and focused conversation with two top business leaders who have experienced both the challenges and opportunities from embracing a triple bottom line and from implementing a higher level of sustainability in the workplace.

*Moderator - Terry Taylor, MA, President, Global Genesis*

*Phil Williams, Vice President, Webcor Builders*

*Kevin Surace, CEO, Serious Materials*

2:15 – 2:45 **Networking, Exhibitors, and Consulting Corner**

2:45 – 4:15 **Breakout Sessions – More Tools for Transitions**

Finding Funding and Financing in the New Green Economy (Main Incubator Lobby)

Every business owner comes to a moment in the development of their business when they are faced with the question: where do I find the money to finance more growth? For start ups, small businesses, existing enterprises with stable cash flow but a desire for more, the quest for capital is fundamental. This panel of seven local experts will discuss finding the funding for your enterprise in the new green economy.

*Moderator - Christopher Peck, Managing Partner, Natural Investments, LLC*

*Gary Abreim, Finance & Accounting Consultant to Businesses*

*Kim Kaselionis, President/CEO Circle Bank*

*Gary Groff, Vice President, Relationship Manager, New Resource Bank*

*Cliff Detz, Principal, Innoventure*

*Bobbi Hoff Beehler, C.P.A., C.F.A., Pimenti & Brinker, LLP*

*Mark Quinn, District Director, San Francisco District Office, U.S. Small Business Administration*

From Farm to Table: Sustainability in Agriculture (Event Center – Rm B)

As "organic", "fair-trade" and "sustainability" have become mainstream terms, farmers are finding that they are becoming less clear, not more about what it means to have a truly sustainable farm. In this roundtable discussion, local business leaders will discuss the concept of sustainability and the implications for both the farmer and consumer.

*Moderator - Armand Gilinski, Jr., Ph.D., Professor, School of Business & Economics, Sonoma State University*

*Jennifer Lynn Bice, Owner, Redwood Hill Farm*

*Joseph McIntyre, Executive Director, Ag Innovations Network*

*Deborah Parrish, CFO, Straus Family Creamery*

*Steven Canter, Quivira Vineyards & Winery, Winemaker*

### Green Careers: Navigating the Emerging Green Economy (Event Center – Main Hall)

Whether you are a professional seeking a clearer sense of direction, or a manager wanting to equip your workforce with skills as the new green economy takes shape, this workshop and panel will provide tools, tips, and additional resources for planning your next steps. In the workshop you will clarify your interests, transferable skills, and work values, expand your knowledge of options using a green career map, and learn about a range of green training options in the North Bay and beyond from a panel of representatives from local programs offering training for green careers.

*Moderator - Anne Greenblatt, MA in Career Development, Green Career Transitions  
Tanya Narath, Executive Director, Leadership Institute for Ecology and the Economy  
John Stayton, MBA, Director, Green MBA Dominican University of California  
Chuck Robbins, Director, Economic & Workforce Development, Santa Rosa Junior College  
Alex Hinds, Interim Director, Center from Sustainable Communities*

### To B or Not to B: How B Corporations Help a Company Measure and Certify Triple Bottom Line Performance (Incubator Rms. A & B)

Certified B Corporations meet comprehensive and transparent social and environmental standards and legally expand their corporate responsibilities to include consideration of interests of all stakeholders, including employees, suppliers, community and the environment.

During this lively roundtable, hear several prominent business leaders describe how the B Corporation model is adding credibility and strength to their brand with its tools to evaluate and improve the social and environmental performance of their companies.

*Moderator - Deborah Hirsh, Co-Director of Business Development, West Coast, B Lab/B Corporation*

*Matt Reynolds, President and Co-Founder, Indigenous Designs  
Mal Warwick, Founder & Chairman, Mal Warwick Associates  
Haven Bourque, Vice President and Partner, Straus Communications  
Mike Hannigan, Give Something Back, Inc., President & Co-Founder*

### Energy, Water, and Waste: Saving Green (\$) by Going Green (Event Center – Rm A)

New energy efficiency programs like Sonoma County's Energy Independence Program, bring the business owner outstanding opportunities to immediately lower their energy bills 30-50% without an up front cost through efficiency retrofits like insulation installation, weatherization and water conserving systems. With rebates and SCEIP financing, solar power has never been a better deal. Businesses often incur costs by storing or discarding valuable equipment that could be used by nonprofits and thereby diverted from landfills. This workshop will look at ways to significantly lower your business costs, conserve energy and reduce greenhouse gas emissions and waste.

*Moderator - Liz Yager, County of Sonoma, Energy & Sustainability  
Ken Kurtzig, CEO, iReuse  
Craig Carlock, Board President, Solar Sonoma County*

4:15 – 4:30

### **Break**

4:30 – 5:15

### **Closing Keynote: Lessons Learned, Call to Action, and Close (Event Center – Main Hall)**

Inspirational and empowering closing session that distills the day's activities and discussions, and captures the magic of the day. Participants will share their key "takeaways" and commitments for future action.

*Pam Torliatt, Mayor of Petaluma*

5:30 – 7:00

### **Wine Reception**