



MAY 4th & 5th

SONOMA MOUNTAIN VILLAGE, Rohnert Park, CA

CONFERENCE SCHEDULE

Friday, May 4 Vision And Tools For A Sustainable Enterprise

8:30

Terry Taylor
Genevieve Taylor

Introduction

*Principal, Global Genesis, Master of Ceremonies
Associate, Global Genesis, Event Director*

8:45

Brad Baker

Welcome

President/CEO, Coddling Investments, Inc.

8:55

Pat Wiggins

Welcome

California State Senator

9:05

Vision of a Sustainable North Bay Region

9:25

Breakout session: Expanding the Vision

10:10

Networking and Exhibits

10:30

Workshops

Measuring What Matters

Gil Friend *President/CEO, Natural Logic, Inc.*

Assessing and Reducing Your Carbon Impact: Tools and Benefits

J. David Erickson & *Climate Protection Campaign*
Sam Pierce *Director, MSI Integrated Solutions*

Market-Driven Restoration

Chris Mann *CEO, Guayaki Sustainable Rainforest Products*

Tapping The Power Of A Shared Vision

Terry Taylor & *Principal, Global Genesis*
David Oldfield *Director, Midway Center for Creative Imagination*

Conservation Investing: A Profitable Path Toward Sustainability

Christopher Peck *Principal, Natural Investment Services*

12:00

Lunch

1:15

Keynote: People, Poultry, Planet: Benefits and Challenges of Running a Business Sustainably

Dave Martinelli

Vice President Finance and Risk Management, Coleman Natural Foods and Petaluma Poultry

2:00 **Networking and exhibits**

2:15 *Workshops*

Greenhouse Gas Emissions Reduction Planning: Detailed Solutions for Medium and Large Enterprises and Policy Makers

Sam Pierce *Director, MSI Integrated Solutions*

Increase Your Profits Through Sound Environmental Practices

Kinley Campbell *Sonoma County Business Environmental Alliance (BEA) representatives and BEA's Best Practices Award Winners*

Nuts And Bolts Of Going Green

Lawrence Axil Comras *Founder/President, Greenhome.com*

Can you Afford Solar Energy?

Peter Hoberg *Director of Business Development, Renewable Energy Resources, Inc*

Implementing Sustainability Initiatives: Lessons from Kimpton Hotels

Murray Silverman *Professor of Management, San Francisco State University*

Jeff Slye *Business Evolution and Consulting/ Lead Project Manager for and Consultant to Kimpton Hotels*

Tom Thomas *Assistant Professor of Management, San Francisco State University*

3:30 **Exhibits and networking**

4:00 *Panel: Tales from the Trenches*

Moderator:

John Stayton *Cofounder/Director/Faculty, Green MBA, New College of California*

Panelists:

Del Tredinnick, *Project Development Manager, City of Santa Rosa*

Michael Stusser, & *Founder, Osmosis*

Armando Navarro *Operations Manager, Environmental Technology Center, and Professor Green Building Profession Certificate Program, Sonoma State University*

4:45 **Closing**

5:00 **Wine and cheese reception with exhibitors**

Saturday, May 5 Working Together For A Sustainable Region

- 9:00** *Introduction & Recap*
Terry Taylor *Principal, Global Genesis, Master of Ceremonies*
Genevieve Taylor *Associate, Global Genesis, Event Director*
- 9:30** *Keynote: Regional Renaissance: Creating a Thriving Economy, a Healthy Climate, and Energy Security*
Julian Darley *President, Post-Carbon Institute*
- 10:15** *Exhibits and networking*
- 10:35** *Breakout: What are the barriers to achieving regional sustainability?*
- 11:15** *Keynote: Transforming Barriers to Build Local Sustainable Systems*
Carol Misseldine *Sustainability Coordinator, Oakland Public Works Agency*
- 12:00** *Introduce working and interest groups*
- 12:30** *Lunch*
- 1:30** *Interest groups and working groups meet*
Working groups:
- BALLE (A Business Alliance for a Local Living Economy)**
Kelly Rajala & Derek Huntington
- Complementary Currencies**
Art Warmoth Ph.D. *Professor of Psychology, Sonoma State University*
- Wealth Index**
Ryn Longmaid
- Interest groups:*
- Sustainable Education**
Robert Girling *Professor, School of Business and Economics, Sonoma State University*
- Sustainable Health Care**
Dr. Kreisberg, DC, MA *Executive Director, Teleosis Insitute*
- Sustainable product design and manufacturing**
Gary Barker *Cofounder/President GreenHeart Global*
- Sustainable Entrepreneurship**
John Stayton *Cofounder/Director/Faculty, Green MBA, New College of California*
- How Web 2.0 Is Powering Sustainable Business**
Joey Shepp, *President Urth TV, founder of Earthsite.net*
- Sustainable Food Systems**
Joseph McIntyre
- 3:00** *Report back from groups*
- 3:30** *Feedback and Closing*