



MAY 4<sup>th</sup> & 5<sup>th</sup>

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**