

Environmental Management and Business Institute
EMBI

Green Innovations 2010: Realizing Our Sustainable Future

Join business and community leaders as we examine the triple bottom line and work toward the realization of a sustainable future. Gain the insight and knowledge of how successful sustainable business strategies can positively affect your organization.

Symposium Topics

- Sustainability in Transportation
- Wind Energy Focus
- Regional Health
- Regional Sustainability
- Water Management

Keynote Speakers

David Wann

Author and speaker

Speaking Thursday, April 22 at 7 p.m.

Dave Wann, co-author of the best-selling book, *Affluenza* and author of *Simple Prosperity*, will lead-off the 2010 Green Innovations symposium with a presentation, *The New Normal: Finding Real Wealth in a Sustainable Lifestyle*, at 7 p.m. Thursday, April 22 in the Phoenix Room of the University Union, UW-Green Bay. The best-selling book and PBS series, *Affluenza*, raises questions about America's overload of debt, stress, and waste, resulting from pursuit of more at any cost. Wann shares provocative exploration of the social and environmental cost of materialism and over consumption and what can be done about it. Wann is an author, filmmaker, and speaker on the topic of sustainable lifestyles. He's written nine books; his most recent, *Simple Prosperity: Finding Real Wealth in a Sustainable Lifestyle*, is a sequel to *Affluenza: The All-Consuming Epidemic*, which is now printed in nine languages. He co-designed the cohousing neighborhood where he lives, has taught at the college level, and worked more than a decade as a policy analyst for U.S. EPA. The presentation is free and open to the public.

Matthew J. Frank

Secretary of the Wisconsin Department of Natural Resources (DNR)

Speaking Friday, April 23 at 8:40 a.m.

Matt Frank has served as Secretary of the Wisconsin Department of Natural Resources (DNR) since September 2007 when he was appointed by Governor Jim Doyle. A Wisconsin native, Secretary Frank has helped Gov. Doyle achieve significant conservation milestones, including long-term reauthorization and increased funding for the Knowles-Nelson Stewardship fund, passage of the Great Lakes Compact, and enacting a strong mercury rule that will significantly reduce mercury and other hazardous air pollutants in the environment. Secretary Frank also is a strong proponent of Doyle's Energy Independence initiative and action to address climate change. He was a member of the Governor's Global Warming Task Force, which provides a blueprint for Wisconsin to be a national leader in clean and renewable energy, energy conservation and greenhouse gas reduction. He is a member of the Governor's Energy Independence Cabinet, promoting state-wide energy conservation and the development of clean and renewable energy through state agency collaboration and through local partnerships.

Jeffrey Rafn, Ph.D.

President of Northeast Wisconsin Technical College

Speaking Friday, April 23 - Luncheon Keynote

H. Jeffrey Rafn is the president of Northeast Wisconsin Technical College managing the operation of NWTC's three campuses and six regional learning centers, which serve over 43,000 students and more than 1,100 businesses annually. Rafn, a native of Chippewa Lake, Ohio, served for 21 years as an administrator and educator in Massachusetts and New Hampshire before moving to Northeast Wisconsin in 1997. The last seven of those years he served as the commissioner to the New Hampshire Community Technical College System.

Dr. Rafn serves or has served on several boards and commissions including: Global Corporate College; AACC Commission on Academic, Student & Community Development; ACT National Career Readiness Community College Advisory Panel; Trans-Atlantic Technology and Training Alliance (TA3); Advisory Board of Community College Research Council at Teachers College at Columbia University; Educational Leadership & Policy Analysis Council – UW Madison; Northeast Wisconsin Educational Resource Alliance

(NEW ERA) (past chair); NEW NORTH Executive Committee and Board of Directors; NEW NORTH Educational Attainment Committee (chair); Advisory Council for St. Vincent Hospital, Green Bay; Executive Board of Greater Green Bay Chamber of Commerce; Executive Committee of Advance Business Development Center; and, Partners in Education (past chair).

Awards/Recognition: He received the 2008 New North People, Possibilities, and Progress Award; Recognized as the fastest growing large Community College in the nation in 2003 by *Community College Weekly*; PIE Partnership Award; Hmong Community Leadership Recognition; American Heart Association Partner; and, Cloverleaf High School Academic Hall of Fame. He earned his Ph.D. from Boston University.

Douglas B. McLaughlin, Ph.D.

Principal research scientist with the National Council for Air and Stream Improvement (NCASI)
Speaking Friday, April 23 at 2:45 p.m.

Douglas McLaughlin is a principal research scientist with the National Council for Air and Stream Improvement (NCASI), and is located at NCASI's Northern Regional Center on the Western Michigan University campus in Kalamazoo, Michigan. NCASI is an independent, non-profit research institute that focuses on environmental topics of interest to the forest products industry. McLaughlin joined NCASI in 2002 and works primarily in NCASI's water science investigative program. He has worked on water quality issues relevant to the pulp and paper industry for most of his career, including five years as a consulting scientist responsible for the design and implementation of technical studies at PCB-contaminated sediment sites. Current research interests include the application of statistics to support environmental decision-making, and approaches for the development of water quality criteria and standards. He received bachelor's and master's degrees in Biology and Aquatic Biology (Environmental Science and Policy) from the University of Wisconsin-Green Bay in 1983 and 1985, respectively. He received his Ph.D. from the University of Wisconsin-Madison in 1994 where his research focused on the fate of polychlorinated biphenyls in aquatic sediments.

Schedule

Thursday, April 22

UW-Green Bay, University Union, 2420 Nicolet Drive, Green Bay

12:30 p.m.	<p>The Future of Energy & Reduction in Greenhouse Emissions Presentation by Paul Tower, president and CEO of Applied Filter Technology (AFT), in Snohomish, Wash. Download Presentation (pdf)</p>
7:00 p.m.	<p>The New Normal: Finding Real Wealth in a Sustainable Lifestyle Presentation by David Wann, author and speaker on sustainability. This event is free and open to the public.</p>

Friday, April 23

The Meadows Conference Center, 850 Kepler Drive, Green Bay (I-43 Business Park)

8:00 a.m.	Registration and Networking
8:30 a.m.	Introduction
8:40 a.m.	Keynote Secretary Matthew Frank , Wisconsin Department of Natural Resources
9:15 a.m.	<p>Embracing the Triple Bottom Line Gain insight into sustainability efforts as they relate to the management of an organization. Sustainability doesn't just help the environment, but also has significant benefits to the company.</p> <p>Panelists:</p> <ul style="list-style-type: none"> Tim Weyenberg, CEO/President of Foth Theresa Lehman, Director of Sustainable Services, Miron Construction Mike Potts, Executive Vice President, Orion Energy Systems, Inc.
10:25 a.m.	Break
10:40 a.m.	<p>Sustainability in Transportation Moderator: Paul Lemens, Director of the Institute for Entrepreneurship and Innovation, UW-Green Bay</p> <p>Panelists:</p> <ul style="list-style-type: none"> Craig Dickman, '82, CEO and Chief Innovation Officer, Breakthrough Fuel Download Presentation (pdf) Robert DeVos, '73, Senior Vice President, Business Development, GENCO Supply Chain Solutions Download Presentation (pdf) Dean Haen, '91, Port Manager, Port of Green Bay Download Presentation (pdf) <hr/> <p>Wind Energy Focus A panel discussion on how the wind energy focus has changed the economy in Northeast Wisconsin and what is next on the horizon. Moderator: David J. Ward, President, NorthStar Economics, Inc.</p>

- Jerry Murphy, Executive Director, New North, Inc.
- Kiah Smith, Next Generation Energy Coordinator, Lakeshore Technical College

<p>Noon - 1 p.m.</p>	<p>Luncheon Keynote</p> <p>Building the Regional Sustainability Vision Dr. Jeff Rafn, President of Northeast Wisconsin Technical College, will provide a report on how Northeast Wisconsin is moving forward to achieve a vision of sustainability that will benefit our communities, our residents, our businesses and the state of Wisconsin.</p>
<p>1:10 p.m.</p>	<p>Environmental Health: Greening the Workplace</p> <p>This session will focus on what businesses are doing to encourage and promote wellness among their employees to sustain a stronger, healthier and more productive workforce.</p> <p>Moderator: Christine Vandenhouten, Assistant Professor of Nursing, UW-Green Bay</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Paul Summerside, M.D., Chief Medical Officer of BayCare Clinic, LLP • Lynn Green, RN, APNP-BC, MSN, Occupational Nurse Consultant Download Presentation • Frank Winingham, CHST, OHST, OSHA Area Director, Appleton WI <hr/> <p>Breakout Sessions</p> <p>Regional Sustainability in Northeast Wisconsin</p> <p>This peer-to-peer sharing session provides current examples of local businesses who have instituted strategies of sustainability and how they have gained from the process.</p> <p>Moderator: Jay Dressen, Account Manager, Wisconsin Public Service</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Rob Bermke, '89 and '04, Sr. Environmental Engineer, Georgia-Pacific Consumer Products LP Download Presentation (pdf) • George Fickau, Manager of Sustainable Packaging, Coating Excellence • Kevin Fermanich, Associate Professor, UW-Green Bay
<p>2:30 p.m.</p>	<p>Break</p>
<p>2:45 p.m.</p>	<p>Water Management An update on the Fox River clean-up progress</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Mike Kraft, Public and Environmental Affairs Professor, UW-Green Bay Download Presentation (pdf) • Scott Stein, Senior Account Executive, Leonard & Finco Public Relations • Doug McLaughlin, '85 and '83, Principal Research Scientist, National Council for Air and Stream Improvement.
<p>4:00 p.m.</p>	<p>Alumni Earth Caretaker Award Presentation</p>
<p>4:15 p.m.</p>	<p>UW-Green Bay Alumni Reception</p>

