

Future Cities: Climate Strategies for Sustainable Communities

An aerial photograph of a city skyline at dusk. The sky is a mix of purple and pink. In the foreground, a blue steel truss bridge spans across a river. The city buildings are illuminated with warm lights, and a prominent cylindrical glass skyscraper is visible on the left side of the frame.

September 9-10, 2010

Grand Valley State University
Eberhard Center
Downtown Grand Rapids

green
town

Hello,

Welcome to GreenTown: The Future of Community, a carbon neutral, zero waste experience designed to foster the development of healthy, sustainable communities.

This is our sixth GreenTown experience, and the second in Grand Rapids and West Michigan, and what we have learned is that when you start a conversation, change starts to take root. By bringing together the public sector with the private sector, communities have begun developing sustainability plans, implementing strategies and engaging community. The City of Grand Rapids has a plan that incorporates the triple bottom line – with environmental, economic and social equity goals and targets. Back in 2005, Mayor George Heartwell pledged that 20 percent of the city's power would come from renewable resources by 2008. After hitting that target – before the deadline – the City is now committed to using renewable energy for ALL its power by 2020. And that's just the beginning in Grand Rapids.

At GreenTown, you will hear from inspiring speakers and leaders, including Mayor Heartwell. You'll eat locally grown, organic food. Share ideas and network with inspiring individuals. In short, you will start a conversation that leads to change. Grand Rapids, and West Michigan, are leaders in the sustainability movement, and it is our hope that change will come, and come faster.

Without question, these are highly challenging – yet very exciting – times. It is a time for innovation, and it is through courageous leadership and big, bold ideas that people will live healthier, more productive lives for generations to come – hopefully seven generations and beyond.

Thank you.

Sincerely,

Gary Cuneen

Executive Director, Seven Generations Ahead
gary@sevengenerationsahead.org



John Harris

Principal, a5
jharris@a5inc.com



P.S. A big thank you to Mayor George Heartwell, Haris Alibasic at the City of Grand Rapids, Norman Christopher at Grand Valley State University and Renae Hesselink with US Green Building Council for their incredible commitment to change and their efforts to bring this event together. They are true conversation starters and leaders for a sustainable future.



At Seven Generations Ahead, we advocate a world where ecology, commerce and social equity converge with an eye toward our children's future. We work collaboratively with government, business and community to create a path toward a healthy and ecologically prosperous future.

www.sevengenerationsahead.org

708.660.9909

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Keynote Speakers:



Martin Chavez

Executive Director, ICLEI-USA

Martin J. Chavez, three-term former mayor of Albuquerque, is Executive Director of ICLEI-Local Governments for Sustainability USA. Chavez leads the growing national movement of U.S. cities, towns and counties that are taking action to combat climate change, save energy, create green jobs and better their communities. In Albuquerque, Chavez was hailed as one of the nation's "greenest" mayors.



George Heartwell

Mayor, City of Grand Rapids, Michigan

Now serving in his second term, Mayor George Heartwell took office in 2004. During his tenure, the City of Grand Rapids government has "gone green," introducing a variety of environmental measures into the agenda - including the purchasing of renewable resource energy, using of alternative fuels in City vehicles, continued attention to water quality in the Grand River and widespread energy conservation measures. In 2007, the United Nations recognized Grand Rapids as a "Center of Expertise" in sustainability.



Rebecca Humphries

Director, Michigan Department of Natural Resources and Environment

Rebecca Humphries became director of the Michigan Department of Natural Resources and Environment in January 2010, after serving as director of the former Department of Natural Resources since 2004. Humphries is actively implementing an ecosystem-based strategy aimed at protecting and enhancing the sustainability, diversity and productivity of the state's natural resources.

Speakers

Gerard Adams

President, West Michigan Co-Op

Gerard is the co-founder/director of the West Michigan Co-Op, an online farmer's market in Grand Rapids. Adams owns a design firm, Media Rare, and holds an undergraduate degree in anthropology and a Master's in museum studies. Gerard lives in Eastown with his wife Amy Sherman and their three children.

Haris Alibasic

Director, City of Grand Rapids' Office of Energy and Sustainability

Haris manages the City of Grand Rapids' Office of Energy and Sustainability, Legislative affairs, and Neighborhood Enterprise Zones. Haris earned a Bachelor of Business Administration and Master of Public Administration at Grand Valley State University, and is a Ph.D. candidate in Public Policy at Walden University.

Jon W. Allan

Executive Director of Environmental Policy and Intergovernmental Affairs, Consumers Energy Company

Jon is the Executive Director of Environmental Policy and Intergovernmental Affairs for Consumers Energy Company. He holds an undergraduate degree in Fisheries and Wildlife and a Masters Degree in Zoology from Michigan State University. He is a published author on topics related to wetlands, stream ecology and impact assessment.

Russ Aubil

Assistant Director of Human Resources, Amway Grand Plaza Hotel

Russ has been with the Amway Grand Plaza Hotel since 1991, most recently as the Assistant Director of Human Resources. Previously he worked in the private security field for Amway Corporation and Foremost Insurance Company. Russ received his Bachelor of Science Degree in Criminal Justice from Ferris State University.

Landon Bartley

Urban Planner, City of Grand Rapids

Landon is currently an urban planner for the City of Grand Rapids. He recently finished a two-year term on the Board of Directors for the USGBC-West Michigan Chapter, during which he led efforts to continue chapter work with the LEED-ND rating system. His recent work with the department includes work on City sustainability efforts, including coordination of the City's upcoming BetterBuildings (residential energy efficiency retrofit) program.

Michael Beaulac

State Assistant Administrator, Executive Division, Michigan Department of Natural Resources and Environment

As State Assistant Administrator for MI Department of Natural Resources and Environment, Michael has been involved with climate change policy since helping to facilitate the state's Climate Action Plan in 2007. He was instrumental in creating the working relationship with the Wisconsin DNR to begin what is hoped will be a Great Lakes regional approach toward climate change adaptation and mitigation.

Chris Beckering

Director of Business Development, Pioneer Construction

Chris re-joined Pioneer Construction in 2009 as the Director of Business Development & Sales. With an impressive background in real estate planning, development, brokerage and management, Chris brings a unique perspective to the firm's construction delivery process. He focuses on developing both new and existing client relationships.

Arnold Boezaart

Director, Michigan Alternative and Renewable Energy Center, Grand Valley State University

Arn is the Director of the Grand Valley State University-operated Michigan Alternative and Renewable Energy Center (MAREC) located in downtown Muskegon. The Center is a leading economic development catalyst, provides educational leadership, hosts a business start-up incubator, and promotes alternative and renewable energy technologies and related technological innovations.

Steven Busch

Human Resources Director, S2 Yachts & Energetx Composites

Steven is Human Resources Director for S2 Yachts & Energetx Composites, located in Holland, MI. Steven has 20 years experience in senior human resources leadership in large manufacturing facilities throughout the U.S. He has a degree in Labor and Industrial Relations from Michigan State University.

Amy Butler

Director, Bureau of Energy Systems, Michigan Department of Energy, Labor & Economic Growth

Amy is the Director of Energy Systems at the Michigan Department of Energy, Labor & Economic Growth. She has more than 30 years experience in developing and administering environmental protection and energy efficiency programs with the state of Michigan. Amy obtained her undergraduate degree in biology with a focus in chemistry from Oakland University.

Patty Cantrell

Senior Policy Specialist, Michigan Land Use Institute

Patty is a senior policy specialist at the Michigan Land Use Institute. She works regionally and nationally to promote local food and farming as a New Economy strategy. Patty is a member of the Michigan Food Policy Council and a 2008-2009 national Food and Society Policy Fellow.

Norman Christopher

Executive Director of Sustainability, Grand Valley State University

Norman is the Executive Director of Sustainability at Grand Valley State University. Mr. Christopher has been active in the Grand Rapids community for over 25 years, serving on advisory councils and boards, including the City of Grand Rapids Sustainability Initiative.

Kathryn Colasanti

Academic Specialist, C.S. Mott Group for Sustainable Food Systems

Kathryn is an academic specialist with the C.S. Mott Group for Sustainable Food Systems at Michigan State University. She completed her Master's Degree in the Community Food and Agriculture program within Michigan State University's Department of Community, Agriculture, Recreation and Resource Studies in May of 2009.

Michael Corby, FAIA

Executive Vice President, Design Principal, Integrated Architecture

Mike serves as Executive Vice President, Design Principal at Integrated Architecture, Grand Rapids. One of Michigan's first LEED Accredited Professionals, Mike's designs have won numerous awards including an International Good Green Design Award and an AIA Committee on the Environment, COTE, top 10 green building award.

Gary Cuneen

Founder & Executive Director, Seven Generations Ahead

Gary is the Founder and Executive Director of SGA, a non-profit organization with the mission of promoting ecologically sustainable and healthy communities. Gary designs and manages SGA's programming and consults directly with municipal, business and community decision-makers to promote and facilitate comprehensive multi-stakeholder sustainability planning and implementation. Gary is the co-founder of Green Town: The Future of Community.

Michael Davidson

Midwest Regional Director, ICLEI

Michael is ICLEI's newest Midwest Regional Director. His previous job was with the Great Lakes Protection Fund where he worked on innovative solutions to improve the physical, biological and chemical integrity of the Great Lakes. Michael earned his graduate degree with distinction from the Public Services Management program at DePaul University.

John R. Eberly

Senior Electrical Engineer, Fishbeck, Thompson, Carr & Huber, Inc.

John led the efforts to define and execute Grand Rapid's successful Energy Efficiency and Conservation Planning effort in 2009. John has over 25 years experience in engineering design and project management for commercial and institutional facilities construction. He holds a BSEE from Michigan Technological University and is a Registered Professional Engineer in Michigan.

Michael Ford

Business Unit Manager, Cascade Renewable Energy

Michael leads the renewable energy business unit for Cascade Engineering, a manufacturer and marketer of sustainable products. Michael has worked in the energy industry for more than eight years. He has a B.A. in Environmental Engineering and Economics from Rice University and an M.B.A. from Cornell University's Johnson Graduate School of Management.



Doug Farr

Author; Founding Principal, Farr Associates

Doug Farr is Founding Principal of Farr Associates, an award-winning architecture and planning firm widely regarded as one

of the most sustainable design practices in the country. The firm's three LEED Platinum buildings - the first firm in the world to achieve this feat - are models of urban architectural sustainability. Based on the firm's pioneering sustainable urban design practice and his insights gained serving as the inaugural chair of LEED-Neighborhood Development, Doug authored the planning best-seller, *Sustainable Urbanism: Urban Design with Nature*.

Christopher Hall

Director of Construction Operations, Habitat for Humanity of Kent County

Christopher is Director of Construction Operations for Habitat for Humanity of Kent County. He was Executive Director of the nation's first statewide green home certification program, Green Built Michigan, where he oversaw the certification of green homes across Michigan and spoke at national and regional events.

Renae Hesselink

Vice President of Sustainability, Nichols; Chair, U.S. Green Building Council West Michigan Chapter

Renae is a founding member of both the West Michigan Chapter of the U.S. Green Building Council and the Muskegon Sustainability Coalition. She has been with Nichols for 16 years in various positions, most recently as Vice President of Sustainability and President of Nichols' SustainAble Solutions division.

John Hieftje

Mayor, City of Ann Arbor

Since 2000, Hieftje has been the Mayor of the City of Ann Arbor and has initiated efforts to clean up and green the city. After winning Preservationist of the Year in 2003 and Elected Official of the Year in 2004, Mayor Hieftje went on to be appointed to the Michigan Climate Action Council by Governor Granholm. Hieftje received his B.S. in Political Science from Eastern Michigan University.

Speakers (continued)

Paul Isely, Ph.D.

Associate Professor, Economics, Grand Valley State University

Paul Isely received his Bachelor of Science in Physics and Economics from the University of Wisconsin-Madison. He followed with his Ph.D. in Economics at Purdue University, where he was an instructor in the economics department. His research and teaching interests are in Macroeconomic Policy, Technological Change, and International Economics.

Sue Jeffers

Associate General Council, Michigan Municipal League of Ann Arbor

Sue is the Associate General Counsel for the Michigan Municipal League in Ann Arbor. In 2009 she developed the Michigan Green Communities Challenge in collaboration with the Bureau of Energy Systems. She came to the League in 1998 after being in general practice for nearly 20 years, including five years as city attorney.

Denis Jennisch

Produce Category Manager, SYSCO Food Service of Grand Rapids

Denis is the Produce Category Manager at SYSCO Food Service of Grand Rapids. Denis has 36 years of experience in the industry, is an advisory board member of the National Good Food Network and is actively involved with projects across Michigan to support, advance, distribute and educate about Michigan products.

Fred Keller

Chairman and CEO, Cascade Engineering

Fred founded Cascade Engineering in 1973 following a career as a metallurgist with Pratt & Whitney. Since 2002, he has taught a graduate-level course in sustainability at the Johnson School of Management at Cornell University. He graduated from Cornell with a degree in material science and engineering and received his Master's Degree in Business Management from Rensselaer Polytechnic Institute.

Grace Koehler

Nursery Sales & Marketing Manager, Pizzo & Associates, Ltd.

Grace is the Nursery Sales and Marketing Manager for Pizzo & Associates, Ltd. Prior to joining Pizzo & Associates in April 2010, Grace entered the nursery and landscape industry in 1980, developing what has become an extensive experience in ecological restoration and the wholesale nursery business.

John Koches

Research Scientist & Professor, Annis Water Resources Institute

John is a Research Scientist and Professor at the Annis Water Resources Institute. He helped to create the Institute and has worked there since 1988. He manages the Information Services Center with programs in Environmental Sustainability and Watershed Management. He has authored more than 100 publications dealing with resource management.

Rick Menken

General Manager, Spurt Industries LLC.

Rick is General Manager of Spurt Industries LLC. He has over 25 years in the landscape industry and over 19 years in the compost industry. He was one of the original employees of Compost Soil and has been employed by Spurt Industries for the last four years where he manages and grows their SORT organics recycling program.

Jaclyn Miel-Uken

Regional Planner, Northwest Michigan Council of Governments

Jaclyn is a Regional Planner at the Northwest Michigan Council of Governments (NWMCOG), a regional organization that serves local governments, businesses, nonprofit organizations and individuals in the ten-county area of northwest lower Michigan. Jaclyn's work focuses primarily on economic development and therefore integrates holistically with all community planning areas.

Daniel Nally

Business Services Director, Holland Board of Public Works

Daniel has 30-plus years of experience in the electric utility industry. Prior to joining the Holland Board of Public Works, Daniel held senior executive positions at Consumers Energy and CMS Generation. His current responsibilities include managing the development and construction of large capital projects, strategic planning and human resources.

Jennifer Nelson

Zero Waste Ambassadors Coordinator, Seven Generations Ahead

As Zero Waste Ambassadors Coordinator for Seven Generations Ahead, Jen consults on and implements zero waste projects in schools. She works directly with schools to conduct waste audits, develop zero waste strategies and educational activities, and write funding proposals toward implementation of a comprehensive zero waste schools initiative.

Greg Northrup

President, West Michigan Strategic Alliance

Greg is President of the West Michigan Strategic Alliance, focusing on the development and use of regional indicators; protection, preservation and management of the region's natural resources; sustainable manufacturing to include a focus on alternative energy, clean cities and the development of innovation in workforce development.

Kerrin O'Brien

Executive Director, Michigan Recycling Coalition

Kerrin has worked with the Michigan Recycling Coalition since 1993. In 2008 she was brought on to lead the Coalition as Executive Director. She holds a Bachelor of Science in Social Science from Michigan State University and has completed the Institute of Conservation Leadership's Executive Director Develop Program.

Dan O'Keefe

*Southwest District Extension Educator,
Michigan Sea Grant Extension*

As Southwest District Extension Educator for the Michigan Sea Grant Extension, Dan works with coastal communities and businesses to address Great Lakes issues. Dan received his Bachelor of Science Degree from Michigan State University, Master of Science from Central Michigan University and Ph.D. from Mississippi State University, and previously served as Aquatic Education Specialist for Michigan DNR.

Brita Pagels

Midwest Regional Officer, ICLEI

Prior to joining ICLEI, Brita served Region V of the U.S. Environmental Protection Agency. She has worked with the City Design Center at the University of Illinois and for the Village of Tinley Park, IL. Brita holds a Master of Urban Planning and Policy from the University of Illinois at Chicago.

Roger Rekhopf

*Vice President of Preconstruction Services, Rockford Construction;
Principal, Rockford Bergé*

Roger is Rockford Construction's Vice President of Preconstruction Services and a principal for Rockford Bergé. His expertise in pre-planning is essential not only for the preconstruction phase of projects but also the development and coordination of wind farm construction.

Jeff Remtema, AIA, LEED

Director of Sustainability, Progressive AE

Jeff serves as Progressive AE's Director of Sustainability. He has over 14 years of professional experience in architectural design and LEED design consulting. Jeff's project experience includes coordinating more than 100 facilities in the Volume Build program and involvement in a variety of LEED Certified K-12 facilities.

Ron Snoeyink, LEED AP, CGD

Principal & Mechanical Engineer, GMB Architecture + Engineering

Ron has been with GMB Architecture + Engineering since his graduation from Calvin College in 1990, most recently as a Principal. Ron has been recognized by the International Ground Source Heat Pump Association as a Certified Geoechange Designer, one of only six in the state of Michigan.

Ben Stehouwer

Real Estate Development Manager, Inner City Christian Federation

Ben has been the real estate development manager for the Inner City Christian Federation for seven years and has recently graduated with an M.B.A. from Grand Valley State University. ICCF has been involved with the development of over 500 housing units in West Michigan.

Deborah M. Steketee, Ph.D.

Executive Director of the Center for Sustainability, Aquinas College

Deborah serves as Associate Professor of Sustainable Business and Executive Director of the Center for Sustainability at Aquinas College. She earned her Ph.D. in environmental policy and comparative politics from Indiana University, following a professional career in journalism and environmental education.

Elaine Sterrett Isely

Project Manager, West Michigan Strategic Alliance

Elaine joined the WMSA team as Project Manager of the Green Infrastructure Initiative in June 2010. Previously, she served as a member of the Green Infrastructure Leadership Council. She holds degrees in finance, law and biology, and has more than 15 years of experience in law, environmental policy, research, outreach and public speaking.

Dennis Sturtevant

CEO, Dwelling Placee

Dennis has served as the CEO of Dwelling Place since 1989. Dwelling Place owns over 1,000 apartment units across West Michigan and more than 100,000 square feet of commercial/retail space in several Grand Rapids neighborhoods. Dennis received his B.A. from Hope College and an M.S.W. from Western Michigan University.

David Van Ginhoven

*Assistant Superintendent of Business Services,
Zeeland Public Schools*

David has 32 years of experience in education, the past 28 as Assistant Superintendent (Business), including the past 20 years at Zeeland Public Schools. David received his B.A. from Adrian College and his M.A. from Western Michigan University. He currently serves as trustee on the Ottawa County Parks and Recreation Board.

Greg R. White

Commissioner, Michigan Public Service Commission

Greg was appointed by Governor Jennifer M. Granholm to serve on the Michigan Public Service Commission on December 4, 2009. Commissioner White holds a Bachelor of Science Degree from Michigan State University and a Master's of Public Administration from Grand Valley State University.

Andy Winkel

Partner, Locus Development

Andy is a partner at Locus Development, a Grand Rapids-based real estate development and consulting company focused on creating memorable and sustainable mixed-use urban projects. Andy brings over nine years of experience working in the real estate industry, including serving as project manager with a Chicago-based New Urban development and management company.



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Conference Agenda

GreenTown: The Future of Community

Pre-Conference Agenda

Thursday, September 9, 2010

Grand Valley State University - Eberhard Center
301 Fulton Street West
Grand Rapids, MI 49504

2:00 pm to 5:00 pm

GreenTown Grand Rapids CSP Energy Workshop
The Future of Energy in Western Michigan:

How Communities Can Drive Change

Led by Seven Generations Ahead / a5

Speakers:

- George Heartwell, Mayor, City of Grand Rapids
- Arn Boezaart, Director, Michigan Alternative and Renewable Energy Center, Grand Valley State University
- Greg Northrup, President, West Michigan Strategic Alliance
- Paul Isely, Ph.D., Associate Professor, Economics, Grand Valley State University
- Jaclyn Miel-Uken, Regional Planner, Northwest Michigan Council of Governments
- Haris Alibasic, Director, Office of Energy and Sustainability, City of Grand Rapids

Main Conference Agenda

Friday, September 10, 2010

Grand Valley State University - Eberhard Center
301 Fulton Street West
Grand Rapids, MI 49504

7:00 am to 8:30 am

Registration & Healthy, Locally Grown Breakfast
(Exhibit/Area)

8:30 am to 8:45 am

Welcome

- Gary Cuneen, Executive Director, Seven Generations Ahead
- John Harris, Principal, a5
(Room 215)

8:45am to 9:45 am

Keynote Addresses

- Thomas J. Haas, President, Grand Valley State University
- George Heartwell, Mayor, City of Grand Rapids
- Rebecca A. Humphries, Director, Michigan Department of Natural Resources and Environment
- Martin Chavez, Executive Director, ICLEI-USA
(Room 215)

9:45 am to 10:00 am

Networking Break

10:00 am to 11:00 am

Future of Energy and Economy: Panel

Moderator:

- George Heartwell, Mayor, City of Grand Rapids

Panelists:

- John Hieftje, Mayor, City of Ann Arbor
- Fred Keller, Chairman and CEO, Cascade Engineering
- Greg R. White, Commissioner, Michigan Public Service Commission
- Jon Allan, Executive Director, Environmental Policy & Intergovernmental Affairs, Consumers Energy
(Room 215)

11:00 am to 11:15 am

Break

11:00 am to 1:00 pm

ICLEI Meeting: Midwest Regional Sustainability Network *(by invitation)*

(GVSU DeVos Center, University Club)

11:15 am to 1:00 pm

Michigan Mayors & Senior Staff: Climate Action Planning Roundtables & Luncheon *(by invitation)*

- Host: George Heartwell, Mayor, City of Grand Rapids
(GVSU DeVos Center, Regency Room)

11:15 am to 12:00 pm

The Promise of LEED-ND

- Doug Farr, Author and Founder, Farr Associates Architecture and Urban Design, Inc.
(Room 215)

12:00 pm to 1:15 pm

Networking Lunch and Exhibits

The afternoon session at Future Cities will feature four separate breakout tracks, including Climate Strategies for Sustainable Communities; Community Design and Building; Healthy Food, Little Waste; and The Outdoors. Attendees will have the opportunity to participate in three sessions of their choice throughout the course of the afternoon.

4:45 pm to 6:30 pm

Reception: Micro Brew Review

Local, organic food samplings alongside premium, micro-brewed beer.

1:15 pm to 2:15 pm

TRACK ONE:
CLIMATE STRATEGIES
FOR SUSTAINABLE
COMMUNITIES

Future of Greenhouse Gas Emission and Management Strategies

- **Moderator:** Michael Beaulac, State Assistant Administrator, Executive Division, Michigan Department of Natural Resources & Environment
- **Speakers:** Norman Christopher, Director of Sustainability, Grand Valley State University; Michael Davidson, Midwest Regional Director, ICLEI-Local Governments for Sustainability USA; Sue Jeffers, Associate General Counsel and Director, Municipal Litigation Center, Michigan Municipal League (MML) Green Challenge; Brita Pagels, Midwest Regional Officer, ICLEI-Local Governments for Sustainability USA

(Room 215)

TRACK TWO:
COMMUNITY DESIGN
AND BUILDING

Building Green: Selecting the Right Team to Achieve Best Results

- **Speaker:** Chris Beckering, Director of Business Development, Pioneer Construction; Mike Corby, Executive Vice President, Design Principal, Integrated Architecture; Andy Winkel, Partner, Locus Development

(Room 203)

TRACK THREE:
HEALTHY FOOD,
LITTLE WASTE

Fields, Forks & Futures: How Healthy, Local Food Factors into Development

- **Moderator:** Kathryn Colasanti, Academic Specialist, C.S. Mott Group for Sustainable Food Systems at Michigan State University
- **Speakers:** Jerry Adams, President, West Michigan Cooperative; Patty Cantrell, Senior Policy Specialist, Michigan Land Use Institute; Denis Jennisch, Produce Category Manager, SYSCO Food Service of Grand Rapids

(Room 202)

TRACK FOUR:
THE OUTDOORS

Green Infrastructure: Adapting to a Changing Climate

- **Moderator:** Greg Northrup, President, West Michigan Strategic Alliance
- **Speakers:** Grace Koehler, Nursery Sales & Marketing Manager, Pizzo & Associates, Ltd.; Elaine Sterrett Isely, Green Infrastructure Project Manager, West Michigan Strategic Alliance

(Room 201)

2:30 pm to 3:30 pm	3:45 pm to 4:45 pm
<p><i>Future of Energy Efficiency and GHG Inventory – Case Study: City of Grand Rapids</i></p> <ul style="list-style-type: none"> - Moderator: Haris Alibasic, Director, Office of Energy and Sustainability, City of Grand Rapids - Speakers: Amy Butler, Director, Bureau of Energy Systems, Michigan Department of Energy, Labor & Economic Growth; John Eberly, Senior Electrical Engineer, Fishbeck, Thompson Carr & Huber, Inc. (Room 215) 	<p><i>How the Future of Wind Energy Reshapes Michigan</i></p> <ul style="list-style-type: none"> - Moderator: Arn Boezaart, Director, Michigan Alternative & Renewable Energy Center, Grand Valley State University - Speakers: Roger Rekhopf, Vice President of Preconstruction Services, Rockford Construction and Principal, Rockford Bergé; Michael Ford, Business Unit Manager, Cascade Renewable Energy; Daniel Nally, Business Services Director, Holland Board of Public Works (Room 215)
<p><i>Greening K-12 Schools: LEED Green Building Design</i></p> <ul style="list-style-type: none"> - Moderator: Renae Hesselink, Vice President of Sustainability, Nichols; Chair of U.S. Green Building Council West Michigan Chapter; USGBC Michigan Chapter LEED for Schools - Speakers: Jeff Remtema, Director of Sustainability, Progressive AE; Ron Snoeyink, Principal and Mechanical Engineer, GMB Architecture + Engineering; David Van Ginhoven, Assistant Superintendent of Business Services, Zeeland Public Schools (Room 203) 	<p><i>LEED for Neighborhood Development</i></p> <ul style="list-style-type: none"> - Moderator: Landon Bartley, Planner, City of Grand Rapids - Speakers: Chris Hall, Director of Construction Operations, Habitat for Humanity of Kent County; Ben Stehouwer, Real Estate Development Manager, Inner City Christian Federation (ICCF); Dennis Sturtevant, CEO, Dwelling Place (Room 203)
<p><i>Michigan Waste Reduction’s Next Frontier: Food Scrap Collection and Composting</i></p> <ul style="list-style-type: none"> - Speakers: Russ Aubil, Assistant Director of Human Resources, Amway Grand Plaza Hotel; Rick Menken, General Manager, Spurt Industries; Kerrin O’Brien, Executive Director, Michigan Recycling Coalition (Room 202) 	<p><i>Moving Toward Zero Waste</i></p> <ul style="list-style-type: none"> - Speakers: Gary Cuneen, Executive Director, Seven Generations Ahead; Jen Nelson, Zero Waste Ambassadors Coordinator, Seven Generations Ahead (Room 201)
<p><i>Saving the Great Lakes: How to Improve Water Quality and Combat Invasive Species</i></p> <ul style="list-style-type: none"> - Speakers: John Koches, Research Scientist and Professor, Annis Water Resources Institute, Grand Valley State University; Dan O’Keefe, Southwest District Extension Educator, Michigan Sea Grant Extension at Michigan State University (Room 201) 	<p>TRACK FOUR: GREEN JOBS</p> <p><i>Growing Your Business Green: How Sustainability Can Improve Your Bottom Line</i></p> <ul style="list-style-type: none"> - Moderator: Deborah M. Steketee, Ph.D., Executive Director, Center for Sustainability, Aquinas College - Speaker: Steven Busch, Human Resources Director, S2 Yachts and Energetx Composites (Room 202)

City of Grand Rapids

Grand Rapids, Michigan is located in West Michigan on the banks of the Grand River. With the second largest metropolitan population in the state of Michigan, this city has made a commitment to “going green,” introducing a variety of environmental measures into the agenda - including the purchasing of renewable resource energy, using of alternative fuels in City vehicles, continued attention to water quality in the Grand River and widespread energy conservation measures.

Under the leadership of Mayor Heartwell, the City of Grand Rapids recently adopted a sustainability plan that contains triple bottom line goals (economic, environmental and social) with specific targets for all city departments. Grand Rapids has also been recognized on an international scale by the United Nations for being a Regional Centre of Expertise for Education on Sustainable Development and has set a goal to become America’s most sustainable city. To download the City’s sustainability plan, go to www.sustainablegr.com.

Grand Valley State University

Grand Valley State University, established in 1960, is a four-year public university in West Michigan providing a fully accredited liberal arts undergraduate and graduate education to more than 23,000 students. Grand Valley offers more than 200 areas of study, providing a wide selection of majors and minors. The emphasis on academic excellence is evident in small class sizes taught by high-caliber faculty and unique faculty-undergraduate student research opportunities that are more typical of graduate programs. State-of-the-art facilities and housing on both the main campus in Allendale and the downtown Grand Rapids campus further enhance the college experience, making Grand Valley a top choice for both Michigan and non-Michigan residents.

At Grand Valley State University, sustainability has been a catalyst for transformational change. Over 12,000 students take one or more sustainability courses each semester, including Innovation for Sustainability, Design for Sustainability and 200 others. The Allendale campus features ten LEED-certified buildings. Campus dining not only recycles but incorporates local and organic ingredients and now composts more than 10,000 pounds of food each week. And the university signed the American College and University Presidents Climate Commitment to continue to work to make GVSU a sustainable university.



City of Grand Rapids

Grand Rapids, Michigan -- the second largest city in Michigan -- is located in West Michigan on the banks of the Grand River. Only a half hour from the Lake Michigan shoreline, it has been recognized internationally for its sustainability efforts, and has focused on the creation of green jobs and the future of the economy. Grand Rapids has also been acknowledged by the United Nations for being a Regional Centre of Expertise for Education on Sustainable Development and for having the highest per capita LEED buildings in the United States. www.grand-rapids.mi.us



Unilock

As the sustainability movement has grown, Unilock has been on the leading edge of permeable paver installations. Using a technically trained department of landscape architects, Unilock has provided consultation on projects in the Grand Rapids region and across Michigan. www.unilock.com



Aquinas College

Aquinas College provides a liberal arts education with a global perspective and emphasizes career preparation focused on leadership and service to others. The college was the first in the nation to offer an undergraduate Sustainable Business program and recently launched its new Master of Sustainable Business degree program this fall. The new program continues the Aquinas mission of teaching tomorrow's leaders to become natural-system thinkers who will envision a whole new system of commerce - one that will restore and enhance natural resources, create jobs, and strengthen the fabric of our communities. www.aquinas.edu



Consumers Energy

Consumers Energy, the principal subsidiary of CMS Energy, provides electricity and natural gas to nearly 6.5 million residents throughout Michigan's Lower Peninsula. As one of the state's largest employers and investors, they are committed to a clean environment, sustainable energy and a solid economy. Balancing these priorities is critical to Michigan's future. www.consumersenergy.com



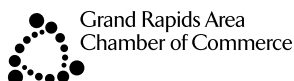
East Jordan Iron Works

East Jordan Iron Works is the global leader in the manufacturing and distribution of infrastructure access solutions. Products include manhole frames/covers, hinged access assemblies, adjustment risers, drainage castings, detectable warning plates, tree grates, valve boxes, fire hydrants and resilient wedge gate valves. Made in the USA. www.ejiw.com



Fishbeck, Thompson, Carr & Huber

Established in 1956, FTC&H is a professional civil engineering, environmental, architectural/engineering and construction services consulting firm headquartered in Grand Rapids. FTC&H has played a significant leadership role in the green building movement since its inception. They are recognized as a comprehensive and knowledgeable resource for clients who strive to incorporate sustainable design practices. They have in-depth knowledge to select the most appropriate sustainable options, while considering life-time costs and unique project characteristics. www.ftch.com



Grand Rapids Area Chamber of Commerce

The Grand Rapids Area Chamber of Commerce is the premier business membership organization in West Michigan. Though the area's largest employers are among its 2,800 member businesses, more than 80 percent of members are small companies with 50 or fewer employees. By helping members connect, grow and succeed, the Chamber is a community partner providing value for members, enhancing the business climate in the area, and advocating for public policy that supports economic growth and vitality. www.grandrapids.org



Grand Valley State University

Grand Valley State University, established in 1960, is a four-year public university in West Michigan providing a fully accredited liberal arts undergraduate and graduate education to more than 23,000 students. Offering more than 200 areas of study, its emphasis on academic excellence is evident in small class sizes taught by high-caliber faculty and unique faculty-undergraduate student research opportunities that are more typical of graduate programs. www.gvsu.edu



Kellogg Foundation

Holiday Inn Grand Rapids Downtown

The full-service, 175-room Holiday Inn Downtown was the first property in Grand Rapids to achieve State of Michigan Green Lodging certification and the first to reach Leader status. From the guest rooms to the kitchen, each aspect of the hotel has its own sustainability focus and accomplishments. Their culture is based on a quality hotel experience with genuine hospitality coupled with making a positive impact on the environment. They strive to inspire others to take daily steps to protect our earth. www.holidayinn.com

Kellogg Foundation

The W.K. Kellogg Foundation was established in 1930 by breakfast cereal pioneer W.K. Kellogg, who defined its purpose as supporting children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and contributors to the larger community and society. www.wkcfoundation.com



MiBiz

MiBiz serves 18 counties in Western Michigan, providing a regional perspective on business and industry. Each issue delivers a unique format covering eight industry sectors that unveil critical trends and key economic developments reflecting the vital interests of today's West Michigan business community. www.mibiz.com



Michigan DELEG

The Department of Energy, Labor & Economic Growth (DELEG) aligns all energy sector initiatives, promotes economic growth and job creation to prepare Michigan for the new energy economy. Michigan's energy efforts are strengthened by DELEG's centralization of the state's job, workforce and economic development; workplace protection; and business service and regulatory competencies to make Michigan a leader in emerging new energy industries, and a magnet state for the best the world has to offer. www.michigan.gov/dleg



Michigan DNRE

The Department of Natural Resources and Environment is committed to the conservation, protection, management, and accessible use and enjoyment of the state's environment, natural resources and related economic interests for current and future generations. www.michigan.gov/dnre



michigan municipal league

Michigan Municipal League

The Michigan Municipal League is the one clear voice for Michigan communities. MML's goals are to aid them in creating desirable and unique places through legislative and judicial advocacy; provide educational opportunities for elected and appointed officials; and assist municipal leaders in administering community services. Their mission is that of a non-profit, but they act with the fervor of entrepreneurs to passionately push change for better communities and a better Michigan. www.mml.org



Pioneer Construction

Pioneer Construction is a recognized leader in the sustainable building movement. ENR recently named Pioneer Construction the #1 Green Builder in West Michigan and in the top 100 in the country. In addition, Pioneer recently became the first company in the Mid-West and only the ninth in the entire nation to receive the Certified Green Contractor designation from the Associated Builders and Contractors. Pioneer is also an active member of the United States Green Building Council (USGBC). www.pioneerinc.com



Pizzo & Associates

While many companies claim to provide ecological restoration, Pizzo & Associates, Ltd. offers all aspects of the creation and restoration of natural areas. Through knowledgeable consultation and planning, Pizzo & Associates prepares the land and installs native plants and seeds without shortcuts, using the highest quality flora from local, reliable sources. www.pizzo.info

Progressive AE

Progressive AE is a design-centered and research-guided architectural and engineering firm practicing throughout the United States. They practice engaging, authentic and sustainable design in “real time” – bringing published and empirical research together with a lean, creative and agile design team to influence the solution. Using their Design Revolution™ process (based on quality measures typically used in the manufacturing industry), their teams create efficiencies that allow for more opportunities for innovation, cost savings and design excellence. www.progressiveae.com



Quest Sustainable Solutions

Quest Sustainable Solutions, located in Grand Rapids, Michigan, is a training and consulting organization established to share best practices and ideas from Cascade Engineering, an organization recognized for implementing triple bottom line sustainable solutions resulting in positive bottom line results. Quest, a division of Cascade Engineering, helps organizations develop strategies and create sustainability plans focused on culture, workforce diversity, environmental management, leadership development, safety, product diversification and community collaboration. www.questsustainable.com



Rockford Companies

Founded in 1987, Rockford Companies now includes Rockford Construction, Rockford Development Group and Rockford Bergé. Best known as Rockford, the divisions work together to provide comprehensive construction, development and alternative energy solutions for its clients across 41 states. Rockford is one of the Top 400 Contractors, Top 100 Green Builders and Top 20 Retail Contractors in the nation, with a nationally recognized safety program and an award-winning portfolio of projects. www.rockfordconstruction.com



Serosun Farms

An agricultural preservation community, Serosun Farms is a working farm with an equestrian center south of Huntley near the towns of Hampshire and Burlington in Kane County, Illinois. Rural in nature, Serosun Farms will preserve nearly three-quarters of its 410 acres as farmland and open space. The community is conveniently located to Interstate 90 and near the intersections of Route 20 and 72, and will be two miles from a new Metra train station to be built in Hampshire. www.serosunfarms.com



WEST MICHIGAN

USGBC-West Michigan Chapter

The U.S. Green Building Council is a committee-based, member-driven, consensus-focused non-profit founded in 1993 that currently represents over 17,000 companies and organizations. The USGBC – West Michigan Chapter, organized in 2004, is one of 70 chapters that operate as licensed separate non-profits across the United States. Their mission is to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life in one generation. www.usgbcwm.org



southeast michigan regional energy office

Southeast Michigan Regional Energy Office (WARM Training Center)

The Southeast Michigan Regional Energy Office, established as a joint project of the Michigan Suburbs Alliance, WARM Training Center, and the Michigan Municipal League, is a coalition of communities and partners supported by full-time staff and a team of expert consultants. Their mission is to convene and manage a federation of local governments and civic partners in support of efficient and sustainable energy related policies and practices in southeast Michigan. www.regionalenergyoffice.org



The Wege Foundation

Founded in 1967, the Wege Foundation focuses on local good works that enhance the lives of the people and preserve the health of the environment—including education, the environment, arts and culture, health care and human services. www.wegefoundation.org

Coming Soon

GreenTown: The Future of Community

Thursday, October 14, 2010
Columbia College
Downtown Chicago, Illinois

Join us at GreenTown Chicago on October 14, 2010, to hear from visionaries and seasoned professionals from around the country speak on leading environmentally conscious topics and related sustainable initiatives. This year's event, hosted by Columbia College and sponsored by the City of Chicago, will be held at the Columbia Film Center.

Key speakers will include Philippe Cousteau, Activist and Chief Ocean Correspondent, Animal Planet and Planet Green; Richard M. Daley, Mayor, City of Chicago; Suzanne Malec-McKenna, Commissioner, City of Chicago Department of Environment.

Register at www.greentownconference.com

