



PACIFIC POWER brings you

go green 09

cultivating sustainable business

CONFERENCE AGENDA

7:30-8:30am **REGISTRATION/CHECK-IN**

8:35am **WELCOME/KEYNOTE**

Introduction by Margie Harris/Energy Trust of Oregon
Kate Brown, Oregon Secretary of State

9:00am Remarks by Susan Anderson/Director, Bureau of Planning & Sustainability

ALL-GROUP PANEL SESSION (MAIN STAGE)

2009 Best Sustainable Businesses Showcase: Live Case Studies from Portland's
BEST Business Award Winners + Oregon's 100's Best Green Companies

Moderator Susan Anderson/Director, City of Portland's Bureau of Planning & Sustainability

Panelists Anne Weaver/CEO, Elephants Delicatessen (Oregon's 100 Best Green
Companies)

Allison Sokol-Blosser/President, Sokol-Blosser Winery (Oregon's 100 Best
Green Companies)

Kirby Jones/Refind Furniture (2009 BEST Product or Service)

Kimberley Sackman/EPSON, Inc. (2009 BEST Large Business Winner)

- 10:00am** **REMARKS BY GOVERNOR TED KULONGOSKI**
Introduction to Governor Kulongoski by Patrick Reiten/President, Pacific Power
- 10:15am** **ALL-GROUP PANEL SESSION (MAIN STAGE)**
Eco-Visionaries: Creating the New Sustainable Business Landscape
Moderator Darcy Winslow/Founder, DSW Collective
Panelists Sheri Flies/ General Merchandising Manager, Costco Wholesale Corporation
 Joyce LaValle/Senior Vice President of Marketing, Interface Americas
 Sarah Severn/Director of Horizons Sustainable Business and Innovation, Nike Inc.
- 11:00-11:15am** **BREAK**
- 11:15am** **BREAKOUT SESSIONS**
- Session 1** **ELECTRIC VEHICLES:**
Investment, Implications + Opportunities for Business (MAIN THEATER)
Remarks by Jeff Cogen/Commissioner, Multnomah County
Moderator Mark Brady/Clean Tech Industry Strategist, Business Oregon
 (Oregon Business Development Department)
Panelists Jeff Cogen/Commissioner, Multnomah County
 Mark Perry/Director, Product Planning & Strategy, Nissan Americas
 Charlie Allcock/Director of Economic Development, Portland General Electric
- Session 2** **IMPROVE YOUR SUSTAINABILITY CREDENTIALS:**
Opportunities for Continuing Education + Certification (STUDIO THEATER)
Moderator Ruta Stabina/University of Oregon Sustainability Leadership Program
Featuring Scott Marshall/Associate Dean, Portland State University
 Mike Mercer/Executive Director, Northwest Earth Institute
 Carrie Farrar/Sustainability Program Manager, Standard Insurance Company
- 12:15pm:** **LUNCH & LEARN**
- with Top 10 Sustainability Growth Sectors (MAIN LOBBY + MEZZANINE)**
- **WIND ENERGY** hosted by Oregon Wind Coalition (MEZZANINE)
 - **SOLAR** hosted by Solar Oregon (MEZZANINE)
 - **GREEN BUILDING** hosted by CASCADIA (MAIN LOBBY)
 - **WAVE ENERGY** (MAIN LOBBY)
 - **ENERGY EFFICIENCY** hosted by Energy Trust of Oregon (MAIN LOBBY)
 - **AGRICULTURE** hosted by Department of Agriculture (MAIN LOBBY)
 - **FOOD** hosted by Oregon Tilth (MAIN LOBBY)
 - **ELECTRIC VEHICLES** hosted by Business Oregon (MEZZANINE)
 - **SMART GRID** hosted by Silver Springs (MEZZANINE)
 - **WATER** hosted by Portland Water Bureau (MEZZANINE)
- 12:30pm** **GREEN GIANT AWARDS CEREMONY**
- Presented by Steve Clark/President, Portland Tribune & Community Newspapers*
- 1:00pm** **BLUE SKY VISIONARY AWARD**
- Presented by Patrick Reiten/President, Pacific Power*

1:15pm

BREAKOUT SESSIONS

Session 1

Moderator
Featuring

Writing Your Sustainability Plan: Process and Framework (MAIN THEATER)

Marsha Willard/Founder, Axis Performance Advisors

James Curleigh/CEO, KEEN

Clark Brockman/Director of Sustainable Resources, SERA Architects

Mark Morford/Partner, Stoel Rives

Session 2

Featuring

Authentic Storytelling in the Age of Greenwashing (STUDIO THEATER)

Gary Hirsch/Founder, On Your Feet

Scott Davis/Founder, From the Rooftops

2:30pm

BREAKOUT SESSIONS

Session 1

Moderator
Panelists

OREGON ON THE LEADING EDGE:

Public + Private Initiatives Creating Economic Opportunity (MAIN THEATER)

Rob Bennett/Executive Director, Portland+Oregon Sustainability Institute

Sattie Clark/Founding Board Member, VOIS

Elin Shepard/State of Oregon

Gillian Floren/Climate Prosperity Project + Greenlight Greater Portland

Session 2

Moderator
Panelists

CARBON FOOTPRINT ANALYSIS:

Tools for Measuring and Reducing Your Company's Impact (STUDIO THEATER)

Josh Skov/Principal, Good Company

Erin Fitzgerald/Director of Marketing, Shorebank Pacific

Joe Prewett/Vice President, Coffee Bean International

Brodie Hylton/Manager, Zipcar

3:30pm

BREAKOUT SESSIONS

Session 1

Moderator
Featuring

SOCIAL MEDIA AND YOUR SUSTAINABLE MESSAGE:

Maximizing Outreach through Online Forums (MAIN THEATER)

Nik Blosser/Co-Founder and President, Celilo Group Media

Michelle Peterman-Hunt/Vice President of Marketing, Kettle Foods

Kate Bailey-French/Vice President of Marketing, gDiapers

John McPhee/Anvil Media

Session 2

Moderator
Featuring

GROWING GREEN IDEAS:

Funding Options for Sustainable Businesses (STUDIO THEATER)

Colin Sears/ Sustainable Industries Manager, Portland Development Commission

Kipp Baratoff/Principal, Equilibrium Capital

Dan Weldon/Vice President of Eco-Banking Division, Umpqua Bank

Linda Weston/President and Executive Director, Oregon Entrepreneurs Network

4:30pm

NETWORKING RECEPTION (MAIN LOBBY)

Featuring Full Sail Brewing, Rain Organics Vodka and Missionary Chocolates



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Sustainable Industries



ReDirect Guide



ENVIRONMENTAL SERVICES
CITY OF PORTLAND
1120 SW Fifth Avenue, Room 1000
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