



Now in its 42nd year, Valley Forward brings business and civic leaders together to convene thoughtful public dialogue on regional issues and to promote cooperative efforts to improve the environment and livability of Valley communities.

For additional information contact:

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VALLEY FORWARD'S

LIVABILITY SUMMIT



**THE GREEN ECONOMY:
WHY IT MATTERS AND HOW YOU CAN PROFIT**

PROGRAM

Friday, April 8, 2011 | Wyndham Phoenix



Our Environmental Legacy—Your Sustainable Future

THE GREEN ECONOMY:

WHY IT MATTERS AND
HOW YOU CAN PROFIT

- Learn from internationally renowned speakers
- Participate in an interactive dialogue on making sustainability profitable
- Network with delegates from the City of Phoenix's International Business Symposium
- Make a difference in our home state
- Preview local sustainability initiatives in our exhibit area

At a time when the global market faces challenges on multiple fronts, green business and technologies are emerging as investment opportunities and economic solutions. From green building to manufacturing solar panels or inventing fuels of the future, American industry can be at the forefront of revitalizing our economy and communities to transform the world. Be a part of the increasingly diverse collective voice bringing sustainability into the 21st century at Valley Forward's eighth annual Livability Summit.

Nationally renowned keynotes will take a forward looking approach at the notion of sustainability and how it will shape the next decade of livability in our region, throughout the nation and globally.

Local and international panelists will engage us in a conversation on **"Making Sustainability Profitable Around the World."** Help shape our future to ensure a vibrant economy, conserve natural resources and protect the health and well-being of our citizens.

We sincerely appreciate the dedicated volunteers and sponsors who made this important program possible.

SPOTLIGHTING LOCAL INITIATIVES

Local public, private and non-profit initiatives aimed at improving the livability and sustainability of our region are showcased in Valley Forward's Resource Area. Also featured are projects by 7th and 8th grade winners of Valley Forward's Livable Communities Award, presented in partnership with the Future City Competition.

GREENING OUR CONFERENCE

THE WYNDHAM PHOENIX:

Recycles glass, plastic, paper and aluminum after each meeting

Uses recyclable items for all 'to go' containers

Utilizes cups made from paper, "biopak" boxes and trash bags made from corn products

Features Source-Four lighting instruments, which use 575 watts to produce the same amount of light as a traditional 1,000-watt instrument

Maximizes energy efficiency with lighting systems that are on turned on/off by motion sensors and computer-controlled HVAC systems

Recycles all grease products in the kitchen through biodiesel, sends frying oils to a recycler and uses all vegetable scraps to make stocks and soups while working with local shelters to donate suitable food items

Changes sheets and towels at check out or on request to reduce the amount of water, energy and detergents used daily

Recycles discarded linens for other uses and donates sheets to local shelters

Uses eco-friendly cleaning products that are fresh, clean and biodegradable, yet effective

VALLEY FORWARD'S LIVABILITY SUMMIT AGENDA

7:30 a.m.

Registration, Continental Breakfast & Preview of Valley Forward's Resource Area

8:00 a.m.

Welcome & Introductions: DIANE BROSSART, Valley Forward Association
Future City Presentation: JAY HICKS, Principal, AECOM

8:15 - 9:15 a.m.

"Living & Working Green: Creating a Paradigm Shift"
GREG PETERSON, Green Living and Sustainability Innovator
Creator of The Urban Farm

9:15 - 10:45 a.m.

Interactive Dialogue:
"Making Sustainability Profitable Around the World"

11:00 - 11:30 a.m.

Jeopardy-style Game on Sustainability
HOSTED BY CHARLIE POPECK
President and Founding Principal, Green Ideas Sustainability Consultants

12:00 - 1:30 p.m.

"The Green Economy: A New Frontier, A Collective Voice Towards Change"
JEROME RINGO, Senior Executive for Global Strategies, Green Port
Former National President of Apollo Alliance

INTERNATIONALLY RENOWNED SPEAKERS ADVOCATE FOR A HEALTHY ENVIRONMENT, HEALTHY ECONOMY

KEYNOTE SPEAKERS



LIVING & WORKING GREEN: CREATING A PARADIGM SHIFT

GREG PETERSON
GREEN LIVING AND SUSTAINABILITY INNOVATOR, CREATOR OF THE URBAN FARM

A writer, teacher, small business owner and entrepreneur, Greg Peterson has made sustainability his life and his life's work. His passion is to inspire everyday people to conceptualize and implement sustainability practices into their own lives, which he does daily by living what he speaks. A decade ago, he created a new concept called The Urban Farm, a real world environmental showcase home in the heart of Phoenix. He transformed his 1950s tract home into an innovative holistic residential site featuring an entirely edible landscape, including 76 fruit trees, rainwater and greywater harvesting, three solar applications and extensive use of reclaimed and recycled building materials. The Urban Farm not only awakens the possibility to reconnect with the earth and agriculture in simple, practical ways, but it also nourishes the promise of a future that will sustain life for years to come.



THE GREEN ECONOMY: A NEW FRONTIER, A COLLECTIVE VOICE TOWARDS CHANGE

JEROME RINGO
ADVOCATING FOR SUSTAINABILITY, CLEAN ENERGY & JOBS

Senior Executive for Global Strategies with Green Port and former national president of the Apollo Alliance, Jerome Ringo is a dedicated advocate of clean energy and environmental justice. He was the 2005 Chair of the Board for the National Wildlife Federation, making him the first African American to head a major conservation organization in America. His firsthand knowledge of environmental issues came from working in Louisiana's petrochemical industry for 20+ years. After observing the impact of the industry's pollution on local communities, he created a broad based coalition to provide real solutions for our energy crisis. Now, he's taking his message around the world.

MAKING SUSTAINABILITY PROFITABLE AROUND THE WORLD

Valley Forward has partnered with the City of Phoenix to involve delegates attending its International Business Symposium on Sustainability in our half-day conference. Representatives from around the world will participate in an interactive panel presentation addressing such issues as:

- ✿ What are the challenges to achieving sustainable practices in your business and how have you overcome big issues?
- ✿ How do you create a public policy agenda that drives sustainability?
- ✿ How do we take our knowledge of sustainability and use it to create community value and corporate profitability?
- ✿ How can public/private partnerships drive a green economy?

We'll discuss how green business and technologies are emerging as investment opportunities and economic solutions to the challenges the global market faces.

MODERATED BY:



KRISTIN MAYES
Director, Program on Law and Sustainability at ASU's Sandra Day O'Connor College of Law
Kris Mayes is the founding faculty director of the Program on Law and Sustainability at Arizona State University's Sandra Day O'Connor College of Law and is a member of the faculty at ASU's Global Institute of Sustainability. She served as an Arizona Corporation Commissioner from 2003 to 2010, where she was also its Chairperson for two years.

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We also appreciate the generous support of our Program Sponsors who made this Livability Summit possible:

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