



GREENMATTERS

October 13-15, 2010 | New Orleans | www.greenlegalmatters.com

Green Cities, Business and Beyond

TRACK 1: LEGAL
TRACK 2: SMART CITIES
TRACK 3: SUSTAINABLE BUSINESS
TRACK 4: ECONOMIC DEVELOPMENT

Day 1, Wednesday October 13, 2010

1 - 1:30pm	WELCOMING REMARKS <i>New Orleans Mayor Mitch Landrieu</i>
1:30 - 2:30pm	OPENING KEYNOTE: POST-KATRINA NEW ORLEANS: A LABORATORY FOR SUSTAINABLE DESIGN <i>John C. Williams, AIA, Executive Architect for Make It Right Foundation and COTE Award winner for 2010. Mr. Williams is a Planner, Social Entrepreneur, Sustainability Advocate and Principal of John C. Williams Architects.</i>
2:30 - 3:15pm	ENVIRONMENTAL PROTECTION AGENCY UPDATE <i>Avi Garbow, Deputy General Counsel, United States EPA</i>
3:15 - 3:45pm	Break
3:45 - 5:15pm	KEYNOTE PANEL: CORPORATE LEADERSHIP LEADING THE CHARGE (Wal-Mart, DuPont, Method Products, IBM, City of Glendale CA)
6:00 - 7:30pm	Welcome Cocktail Reception

Day 2, Thursday October 14, 2010

7 - 8am	Continental Breakfast
8 - 9am	KEYNOTE ADDRESS: LEED FROM WHERE I SIT <i>Susan Dorn, General Counsel, US Green Building Council and Green Building Certification Institute</i>
9 - 10am	KEYNOTE PANEL DISCUSSION: CATASTROPHIC DISASTERS: REVITALIZING IMPACTED COMMUNITIES <i>Mayor Bob Dixon, Greensburg, KS; Mark Davis, Tulane Institute on Water Resource Law and Policy; Prof. Jose D. Mitrani P.E., C.P.C., College of Engineering and Computing, Florida International University</i>
10 - 10:30am	Break

	TRACK 1: Legal	Track 2: Smart Cities	Track 3: Sustainable Business	Track 4: Economic Development
10:30 - 11:30am	ENVIRONMENTAL LAW AND THE NEW NORMAL <i>Steve Harmon, Cisco; Beth Galante, Director, New Orleans Resource Center & Office Global Green</i>	SMART BUILDINGS FOR SMART CITIES <i>Florence Hudson, IBM and Charles McGinnis, Johnson Controls, Inc.</i>	SUSTAINABILITY: FROM THE BOARD ROOM TO THE BREAK ROOM <i>Kathryn Pavlovsky, Deloitte and Gael O'Brien, Strategic Opportunities Group</i>	ECONOMIC DEVELOPMENT FOR THE GREEN FRONTIER <i>Michael Hecht, Greater New Orleans, Inc.; John Dybvig, LEED AP, Blue/Green Alliance; Herman Schellstede, Wind Energy Systems Technology</i>
11:30am - 12:30pm	ALPHABET SOUP: GREEN BUILDING AND ZONING CODES DE-MYSTIFIED <i>Timothy Hughes, LEED AP, Esq., Bean Kinney and Shari Shapiro, LEED AP, Esq., Obermayer Rebman</i>	WATER, WATER EVERYWHERE AND NOT... <i>David Waggoner, Waggoner Ball Architects; Paul Harrison, Environmental Defense Fund; Dale Morris, Royal Netherlands Embassy and Larry Schmidt, State Director, Trust for Public Land</i>	GREEN BUSINESS MARKETING: GREEN PRODUCTS AND POSITIONING <i>Elaine Reilly, DuPont; Kim Frankovich, Solo Cup; John Janes, Prosigma Services</i>	THE GREENING OF THE CIO <i>Florence Hudson, IBM; Jeffrey Brandt, Brandt Consulting; Robert Hilliker, Virtual-Q Texas, Inc.</i>
12:30 - 2pm	Luncheon: MAYORAL PANEL: BEST PRACTICES OF AWARD-WINNING GREEN CITIES (Panel of Esteemed Mayors) <i>Mayor Patrick Hays, North Little Rock Arkansas; Mayor Jerramiah T. Healy, City of Jersey City, NJ; Mayor Bob Dixson, Greensburg, KS, and MORE</i>			
2 - 3pm	WHEN GREEN GOES WRONG: LIABILITY AND DE-CERTIFICATION LITIGATION <i>Bruce Merwin & Bradley Carson, Haynes and Boone</i>	GREENHOUSE GAS LAW: REGULATION & SOLAR/GEOTHERMAL AS ALTERNATIVES <i>Stan Millan, LEED AP, Esq., Jones Walker Law Firm; Marjorie McKeithen, Esq., Jones Walker Law Firm; Introduction by Robert Schmidt, Managing Partner, Joule Energy</i>	ENVIRONMENTAL AND HEALTH IMPACT OF GREEN BUILDINGS <i>Max Swetman, Esq., Swetman Baxter; Patricia Algiers, ASID, CNU-Accredited Member, Patricia S. Algiers & Associates, Inc.</i>	CREATING GREEN JOBS FOR SMART CITIES <i>Liz Robinson, Energy Coordinating Agency; Ben Taube, Southeast Energy Efficiency Alliance; Chris Schmidt, E.J. Ourso College of Business, LSU, and John Moore, City of New Orleans, Department of Coastal and Environmental Affairs</i>
3 - 4pm	AGREEMENTS FOR SMART BUILDING CERTIFICATION AND GREEN LITIGATION RISKS <i>James D'Entremont, Esq., Phelps Dunbar, LLC and Scott Wolfe, LEED AP, Esq., Wolfe Law Group</i>	THE GREEN BUILDING LEGAL APOCALYPSE: WHY CITIES SHOULD STOP MANDATING LEED <i>Christopher W. Cheatham, LEED AP, Cheatham Consulting, LLC; Douglas Reiser, LEED AP, Reiser Legal</i>	ACHIEVING AFFORDABILITY THROUGH GREEN BUILDING <i>Casius Pealer, Builders of Hope; Reuben Teague, Green Coast Enterprises and Trisha Miller, Enterprise Green Communities</i>	RECIPES FOR FOOD INITIATIVES FOR SUSTAINABLE CITIES <i>Dwight Evans, Pennsylvania House of Representatives; Chip Johnson, Mayor of Hernando, MS and Poppy Tooker, Farmers Markets</i>
4 - 4:30pm	Break			
4:30 - 5:30pm	TAKING ADVANTAGE OF GREEN REAL ESTATE LAWS <i>Jon Leyens, the Steeg Law Firm and Robert Newcomer, LEED AP, the Lang Legal Group</i>	BREAKING-THROUGH: NEW ORLEANS LEADING THE WAY IN COASTAL RESTORATION <i>G. Paul Kemp, National Audubon Society; Charles Allen, New Orleans Department of Environmental and Coastal Affairs; Dr. John A. Lopez, Lake Ponchartrain Basin Foundation; Tim Doody, President, Southeast Louisiana Flood Protection Authority; Robert Turner, Regional Executive Director, Southeast Louisiana Flood Protection Authority - East</i>	GREEN ALTERNATIVES FOR CONTAMINATION CLEANUPS <i>Sarah Stogner, Jones Walker; Dr. Brad Droy, Toxicological & Environmental Associates, Inc. ("TEA Inc") and Boyd Bryan, Jones Walker</i>	INNOVATIVE FINANCING FOR RENEWABLES AND ENERGY EFFICIENCY <i>Moderator: Scott Kirkpatrick, The Cypress Group. Panel: William Owens, Stonehenge Capital; Nancy Montoya, Federal Reserve Bank of Atlanta; Clifford Kenwood, Rebirth Capital and Michael J. Goldman, Nixon Peabody LLP</i>

6:30 - 8:00pm Networking Reception

Day 3, Friday October 15, 2010

7am - 8am Continental Breakfast

8am - 9am **KEYNOTE BY CASEY JONES, DIRECTOR, DESIGN FOR EXCELLENCE PROGRAM, U.S. GSA**

9 - 10:30am **PANEL: GREEN DISCOVERY: PAPERLESS PROCESS TO SAVE THE PLANET**

Concurrent *(Moderator: Monica Bay, Editor Law Technology News) Consultant Panel: George Socha, Tom O'Connor, Andrew Adkins*

PANEL: GREEN SCHOOLS: CENTERS OF THE COMMUNITY

Steven Bingle, AIA, REFB, NCARB, Founder, Concordia Architects; Ramsay Green, New Orleans Recovery School District; John Burns, CEO, Jack & Jake's, LLC; Timolynn Sams, Executive Director, Neighborhood Partnership Network; Dana Brown, ASLA, AICP, LEED AP Brown + Danos Land Design, Inc.

PANEL: STATES AND SUSTAINABLE COMMUNITIES: ENERGY, INFRASTRUCTURE & SMART GROWTH

William Abolt, The Shaw Group; John L. Renne, PhD, AICP Department of Planning and Urban Studies University of New Orleans; Wm. Ray Manning, LEED AP BD&C, President, Manning Architects; Stefan Marks AICP New Orleans Regional Transit Authority; Jeanne-Marie Ganuchau, office of Senator Mary Landrieu;

PANEL: GREENING YOUR LAW FIRM: PRACTICAL SOLUTIONS

Gayatri Joshi, Vice President, Client Management, ecoAnalyze LLC; Patrick Nye, Vice President, Climate Business Group, Bonneville Environmental Foundation; Carmen Ramson-Herzing, Internal Communications Manager, DLA Piper LLP (US); Carolyn Kaplan, of Counsel and Chief Sustainability Officer, Nixon Peabody LLP; Jeffrey D. Eberhard, Managing Partner, Smith Freed & Eberhard P.C.; Dan Schwarzenbach, General Counsel, Wink Engineering

10:30 - 11am Break

**Track 1:
Legal**

**Track 2:
Smart Cities**

**Track 3:
Sustainable Business**

**Track 4:
Economic Development**

11am - 12pm

LEEDIGATION: THE IMPACT OF 3.0 AND BUILDING REGULATION

Christopher Hill, LEED AP, Esq., law Office of Christopher G. Hill and Scott Wolfe, LEED AP, Esq., Wolfe Law Group

THE GREENING OF THE SUPPLY CHAIN

Bruce Howard, Sensitech and Richard Dailey, Wal-Mart

BEYOND PUBLIC-PRIVATE PARTNERSHIPS: COLLABORATION FOR VIBRANT CITIES

Former New Orleans Mayor Sidney Barthelemy; Major General David Mize, USMC (retired), CEO, New Orleans Federal Alliance; Will Bradshaw, PhD, Founder, Green Coast Enterprises; Prisca Weems, LEED AP, Principal, FutureProof

FAUX GREEN? GREENWASHING, CONSUMER CLAIMS AND SOCIAL MEDIA

Jennifer Taggart, Demetriou DelGuercio and Brod Bagert, New Orleans poet

12pm - 1pm Break

1pm - 5pm **INTRODUCTION TO THE LEED RATING SYSTEM AND GREEN ASSOCIATE STUDY**** (optional - extra fee)

** Qualified pre-certification training for LEED Green Associate Exam and Eligible for AIA/HSW credits

1pm - 5pm **FIRST ANNUAL GREEN GOLF TOURNEY—AUDUBON PARK GOLF COURSE**