



GREEN MATTERS: Green Cities, Business and Beyond

INAUGURAL CONFERENCE | NEW ORLEANS | WESTIN CANAL PLACE | OCTOBER 13-15, 2010



Welcome to the inaugural Green Matters: Green Cities, Business and Beyond conference. You can expect luminary keynotes, expert panels and lively discussion for the next three days. And, best of all, the schedule permits some free time to experience our famous Crescent City nightlife. Welcome!

-- Your Conference Host and Chairman, Monty Lunn

Wednesday October 13, 2010

AIA & CLE CREDITS:
BE SURE TO SIGN IN FOR EACH SESSION YOU ATTEND AND FILL OUT YOUR SESSION FEEDBACK FORMS, AS WE REQUIRE THEM TO COMPLETE ACCREDITATION FOR AIA & CLE.

Room Assignments for Sessions:

TRACK ONE – LEGAL (Azalea I Room, 3rd floor)

Environmental Law and the New Normal
Alphabet Soup: Green Building and Zoning Codes De-mystified
When Green Goes Wrong: Liability, De-certification and Drafting Considerations in Real Estate Transactions
Agreements for Smart Building Certification & Green Litigation Risks
Taking Advantage of Green Real Estate Laws
LEEDIGATION: The Impact of 3.0 and Building Regulation

TRACK TWO – SMART CITIES (Azalea II Room, 3rd floor)

Smart Buildings for Smart Cities
Water, Water Everywhere and Not...
Greenhouse Gas Law: Regulation & Solar, Geothermal as Alternatives
The Green Building Legal Apocalypse: Why Cities Should Stop Mandating LEED
Breaking Through: New Orleans Leading the Way in Coastal Restoration
The Greening of the Supply Chain

TRACK THREE – SUSTAINABLE BUSINESS (Magnolia I&II Room, 3rd floor)

Sustainability: From the Boardroom to the Break Room
Green Business Marketing: Green Products and Positioning
Environmental and Health Impact of Green Buildings
Achieving Affordability Through Green Building
Green Alternatives for Contamination Cleanups

TRACK FOUR- ECONOMIC DEVELOPMENT (Magnolia III Room, 3rd floor)

Economic Development for the Green Frontier
The Greening of the CIO
Creating Green Jobs For Smart Cities
Recipes for Food Initiatives for Sustainable Cities
Innovative Financing for Renewables and Energy Efficiency
Faux Green? Greenwashing, Consumer Claims and Social Media

1- 1:30 p.m. 12th floor Ballroom

WELCOMING REMARKS
New Orleans Mayor Mitch Landrieu

1:30- 2:30 p.m. 12th floor Ballroom

OPENING KEYNOTE: Post-Katrina New Orleans: A Laboratory for Sustainable Design
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.

2:30- 3:15 p.m. 12th floor Ballroom

ENVIRONMENTAL PROTECTION AGENCY UPDATE
Avi Garbow, Deputy General Counsel, US EPA

3:45- 5:15 p.m. 12th floor Ballroom

KEYNOTE PANEL: Corporate Leadership Leading the Charge

Elaine Reilly, Corporate Counsel, DuPont
Allyson Willoughby, General Counsel, Method Products
Richard Dailey, Sr. Director Environmental Compliance, Wal-Mart
Gillian van Muyden, General Counsel Redevelopment, Glendale City Attorney's Office

6:00- 7:30 p.m. 11th floor Pimsoll

WELCOME COCKTAIL RECEPTION
Held on the Terrace of the Plimssoll Club, located on the 11th floor of the hotel. Overlooking the Mighty Mississippi and the World Famous French Quarter, we'll enjoy jazz and a taste of New Orleans cuisine along with a gorgeous sunset!

Thursday, October 14, 2010

7:00-8:00 a.m. Continental breakfast, 12th floor foyer

8:00 - 9:00 a.m. 12th floor Ballroom

KEYNOTE ADDRESS: LEED FROM WHERE I SIT
General Counsel Susan Dorn of USGBC will give details about recent changes in the LEED rating system, new initiatives underway by USGBC and the status of those initiatives; about challenges to certain LEED certified projects and the outcome. She will also discuss legal trends in general that affect decisions made in designing and constructing buildings based on recent legal actions. **Speaker: Susan Dorn, General Counsel, US Green Building Council and Green Building Certification Institute**

9:00 - 10:00 a.m. 12th floor Ballroom

KEYNOTE PANEL DISCUSSION: CATASTROPHIC DISASTERS: REVITALIZING IMPACTED COMMUNITIES
Panelists will dialogue about the path of recovery from catastrophic disasters that occurred in their communities and region. In each case, crisis has been turned into opportunity, from the development of the South Florida Building Codes, a national model for disaster-prone communities; to the decision to rebuild tornado ravaged Greensburg, Kansas as a completely "green town"; to the post-Katrina focus on restoring the Louisiana coast and reinventing the city of New Orleans. **Panel: Mayor Bob Dixson of Greensburg, KS; Mark Davis, Tulane Institute on Water Resource Law and Policy; Prof. Shirley-Laska Founder, Center for Hazards Assessment, Response and Technology, University of New Orleans; Prof. Jose D. Mitrani P.E., C.P.C., College of Engineering and Computing Florida International University.**

10:15 - 11:15 a.m. CONCURRENT SESSIONS

ENVIRONMENTAL LAW AND THE NEW NORMAL
Three interlocking trends are the primary shapers of a new competitive context- a "New Normal" that dramatically changes the way consumers behave, the conditions regulators set for enterprises and the strategic choices businesses must make to succeed. As a result, sustainability is no longer a buzzword or optional consideration for companies—it has become a pressing issue and a vital part of achieving competitive advantage. **Speakers: Elizabeth Galante, Director, New Orleans Resource Center and Office of Global Green.**

10:15 - 11:15 a.m. CONCURRENT SESSIONS
(room locations at left)

SMART BUILDINGS FOR SMART CITIES
Florence Hudson of IBM and Charles McGinnis, Director of Building Efficiency Program for Johnson Controls, Inc., will describe their newly launched partnership for Smart Buildings that leads to greater energy efficiency. JCI focuses on the energy efficiency issues while IBM focuses on the IT for buildings. The result is greater efficiency by working together and focusing on core strengths of each partner. **Speakers: Florence Hudson, IBM Energy and Environmental Executive; Charles McGinnis, Director of Building Efficiency Program, Johnson Controls, Inc.**

SUSTAINABILITY: FROM THE BOARDROOM TO THE BREAKROOM

This session will cover sustainability as the context for board decisions-making, and the extra financial reporting considerations it entails. The speakers will explore the risks and opportunities presented by sustainability initiatives, and the ethical risks of conducting "business as usual." **Speakers: Kathryn Pavlovsky, Principal, Deloitte; Gael O'Brien, Principal Strategic Opportunities Group.**

ECONOMIC DEVELOPMENT FOR THE GREEN FRONTIER

In response to growing concerns about job creation, the environment and national security, models are being developed to launch the new green economic development sector. This panel will review local and national models in the field of green economic development. A proposal to construct windmills on abandoned oil platforms in the Gulf of Mexico, an example of the creativity and technologic innovation that are a hallmark of the new green economy are included. **Speakers: Michael Hecht, CEO, Greater New Orleans, Inc.; John Dybvig, LEED AP, Blue/Green Alliance; Herman Schellstede, Wind Energy Systems Technology.**

11:15 - 11:30 a.m. BREAK 3rd Floor Foyer

Thursday, October 14

11:30 - 12:30 a.m. CONCURRENT SESSIONS

ALPHABET SOUP: GREEN BUILDING AND ZONING CODES DE-MYSTIFIED

Building a sustainable project requires a complex interplay of local zoning approvals, state regulations, national and international building codes and federal regulations. This session will focus on how to understand the variety of agencies, their responsibilities and their codes, how LEED impacts them and how to navigate the minefield in order to get energy-efficient projects approved and built. **Speakers:** [Timothy Hughes, Esq.](#), [Bean Kinney](#); [Shari Shapiro, Esq.](#), [Obermayer Rebman](#).

WATER, WATER EVERYWHERE...OR NOT

This session will present the most recent and revised recommendations for stormwater management and interior drainage proposals for the City of New Orleans based on successful practices and recommendations of Dutch architects, engineers and planners. **Speakers:** [David Waggoner, AIA](#), [Waggoner Ball Architects](#); [Paul Harrison](#), [Environmental Defense Fund](#), [Gulf Coast Director](#); [Dale Morris](#), [Royal Netherlands Embassy](#); [Larry Schmidt](#), [State Director](#), [Trust for Public Lands](#).

GREEN BUSINESS MARKETING: GREEN PRODUCTS AND POSITIONING

There's no doubt about it - most people prefer to buy green. This panel will examine ways to effectively communicate and market the 'green-ess' of your product or service. **Speakers:** [Elaine Reilly](#), [Corporate Counsel](#), [DuPont](#); [Kim Frankovich](#), [VP Sustainability](#), [Solo Cup](#); [John Janes](#), [Prosigma Services](#).

THE GREENING OF THE CIO

Environmental issues are garnering more and more attention for CIO's in all industries as well as government. Green is not longer just a feel-good program but rather an integral component of any building planning and ROI discussion. **Speakers:** [Florence Hudson](#), [Energy & Environment Executive](#), [Cloud Computing Strategist](#), [IBM](#); [Jeffrey Brandt](#), [Brandt Consulting](#); [Robert Hilliker](#), [President and CEO](#), [Virtual-Q Texas Inc.](#)

12:30 - 2:00 p.m. LUNCHEON and PANEL 12th floor Ballroom MAYORAL PANEL: BEST PRACTICES OF AWARD-WINNING GREEN CITIES

Panel: [Mayor Patrick Hays](#), [North Little Rock, AK](#); [Mayor Jerramiah T. Healy](#), [City of Jersey City, NJ](#)

2:00 - 3:00 p.m. CONCURRENT SESSIONS (room locations at left)

WHEN GREEN GOES WRONG: LIABILITY AND DE-CERTIFICATION LITIGATION

Sustainable building practices and green rating systems are a boon to the real estate industry, but, like any new technology, things go wrong. Hear the most pressing risks associated with green building for owners, lenders, managers, design & construction professionals. Discover the inherent risks of LEED 3.0 and other rating systems. Learn contract drafting tips to address these new vulnerabilities in your practice and business. **Speakers:** [Bruce Merwin, Esq.](#) & [Bradley Carson, Esq.](#), [Haynes and Boone](#).

GREENHOUSE GAS LAW: REGULATION & SOLAR/GEOTHERMAL AS ALTERNATIVES

More and more efforts towards renewable energy means more and more government regulation and legislation. This session will cover the government's role in the renewable energy movement, including trends in green regulations (EPA, SEC, CEQ, etc.) trends in green legislation (energy and climate.); advances in renewable energy use. Stan Millan, LEED AP will cover green house gas regulation and the evolving renewable portfolio standards in Louisiana. Take home ideas for how your firm should be preparing for his green age. **Speakers:** [Stan Millan, LEED AP, Esq.](#), [Jones Walker](#) and [Marjorie McKeithen, Esq.](#), [Jones Walker](#).

ENVIRONMENTAL AND HEALTH IMPACT OF GREEN BUILDINGS

Building "Green" is red-hot, but the impact on the environment is not always clear. This session will focus on the concrete benefits of green buildings, both on the health of building occupants and the sustainability of the planet. Specific subjects will include: regulatory compliance, indoor air quality, impact of energy and water savings, and the cost/benefits of designing to improve environment and health. **Speakers:** [Max Swetman, Esq.](#), [Swetman Baxter](#); [Patricia Algiers, ASID](#), [CNU-Accredited Member](#), [Patricia S. Algiers & Associates, Inc.](#)

CREATING GREEN JOBS FOR SMART CITIES

What is a "green job"? Why are some green job training programs much more effective than others? This panel will answer these and other important questions about the all-important topic of Green Jobs. Panelists will also discuss ongoing research on what employers and consumers are looking for and how to prepare trained workers to enter the marketplace in today's economy. **Speakers:** [Liz Robinson, Executive Director](#), [Energy Coordinating Agency of Philadelphia](#); [Ben Taube, Executive Director](#), [Southeast Energy Efficiency Alliance](#); [Chris Schmidt](#), [Green Jobs Program](#), [E.J. Ourso College of Business, LSU](#).

3:00 - 3:30 p.m. BREAK 3rd Floor Foyer

3:30 - 4:30 p.m. CONCURRENT SESSIONS (room locations at left)

AGREEMENTS FOR SMART BUILDING CERTIFICATION AND GREEN LITIGATION RISKS

This session will focus on helping attorneys and businesspeople make wise, informed decisions about green building and take them through the legal processes of certification and protection through contracts and intellectual property filings, including the updates of building codes to incorporate green principals (ICC, ASHRAE); incorporation of sustainability into zoning ordinances; and finally, risk and liability associated with green buildings and codes. **Speakers:** [James D'Entremont, Esq.](#), [Phelps Dunbar, LLC](#); [Scott Wolfe, LEED AP, Esq.](#), [Wolfe Law Group](#)

THE GREEN BUILDING LEGAL APOCALYPSE: WHY CITIES SHOULD STOP MANDATING LEED

A number of events in the green building industry will coincide in 2012. Challenges to LEED certification and the potential for de-certifications will grow as a revised rating system is introduced. Municipalities are continuing to enact LEED mandates for private developments, but these municipalities will be the most likely spot for LEEDigation. **Speakers:** [Christopher W. Cheatham, LEED AP](#), [Cheatham Consulting, LLC](#), [Managing Partner](#); [Douglas Reiser, LEED AP, Principal](#), [Reiser Legal](#).

ACHIEVING AFFORDABILITY THROUGH GREEN BUILDING

Casius Pealer, former USGBC staff member in DC, will talk about the initiative at USGBC to promote the creation of green homes that are affordable and describe the work of Builders of Hope; Trisha Miller, National Director of The Enterprise Foundation's Green Communities Program will describe their work in New Orleans and give examples of successful case studies in other cities; Reuben Teague, Green Coast Enterprises will talk about the initiative for reuse of blighted and abandoned properties by NORA through the NSPII Program. **Speakers:** [Casius Pealer](#), [Builders of Hope](#); [Reuben Teague](#), [Green Coast Enterprises](#) and [Trisha Miller](#), [Enterprise Green Communities](#).

RECIPES FOR FOOD INITIATIVES FOR SUSTAINABLE CITIES

Some of the most innovative and unique work being done to create more sustainable cities has to do with food - how and where we grow our food, what we eat and where we buy it. This panel will examine successful food initiatives that are helping people become more healthy and helping our communities be more healthy places in which to live. **Speakers:** [The Honorable Dwight Evans](#), [Pennsylvania House of Representatives](#); [Mayor Chip Johnson](#) of [Hernando, MS](#); [Poppy Tooker](#), [Author](#), [Food Personality and Culinary Teacher](#).

4:45 - 5:45 p.m. CONCURRENT SESSIONS (room locations at left)

TAKING ADVANTAGE OF GREEN REAL ESTATE LAWS

Green building is the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle from siting to design, construction, operation, maintenance, renovation and deconstruction. This session will focus on the implications of environmental laws in real estate, including positive benefits such as increased marketability, higher lease rates and cap-and-trade value. **Speakers:** [Jon Leyens, Esq.](#), [Steeg Law Firm](#) and [Robert Newcomer, LEED AP](#), [Lang Legal Group](#)

BREAKING-THROUGH: NEW ORLEANS LEADING THE WAY IN COASTAL RESTORATION

This panel will make the case that the city of New Orleans must take a leading role in order for Louisiana's coastal restoration efforts to be successful. **Speakers:** [G. Paul Kemp, PhD](#), [Vice-President](#), [National Audubon Society](#), [Louisiana Initiative](#); [Charles Allen](#), [Director](#), [New Orleans Department of Environmental and Coastal Affairs](#); [Dr. John A. Lopez](#), [Director-Coastal Sustainability Program](#), [Lake Ponchartrain Basin Foundation](#)

GREEN ALTERNATIVES FOR CONTAMINATION CLEANUPS

What is Green and Sustainable Remediation? This panel will discuss the emerging emphasis on green and sustainable remediation, alternative green and sustainable remediation technologies, and the advantages of Green and Sustainable Remediation. **Speakers:** [Sarah Stogner, Esq.](#), [Jones Walker](#); [Dr. Brad Droy](#), [Toxicological & Environmental Associates, Inc.](#); [Boyd Bryan, Esq.](#), [Jones Walker](#).

INNOVATIVE FINANCING FOR RENEWABLES AND ENERGY EFFICIENCY:

A panel of experts will explain financing options for funding of renewable energy in large real estate development projects; including proposals and options currently available for funding both commercial and residential projects for energy efficiency upgrades and retrofits. **Moderator:** [Scott Kirkpatrick](#), [The Cypress Group](#). **Speakers:** [William Owens](#), [Stonehenge Capital](#), [Nancy Montoya](#), [Federal Reserve Bank of Atlanta](#); [Cliff Kenwood](#), [Rebirth Capital](#) and [Michael J. Goldman, Esq.](#), [Nixon Peabody LLP](#).

6:30 - 8:00 p.m. Networking Cocktail Reception 12th floor Ballroom

Take this opportunity to have some quality one-on-one contact in a plush environment while grooving to the incomparable sounds of New Orleans jazz, sipping cocktails and even more famous New Orleans cuisine!

7:00 - 8:00 a.m. Continental breakfast 12th floor foyer

8:00 - 9:00 a.m. 12th floor Ballroom
KEYNOTE ADDRESS: CASEY JONES, DIRECTOR, DESIGN FOR EXCELLENCE PROGRAM, US GENERAL SERVICES ADMINISTRATION

9:30 - 10:30 a.m. CONCURRENT SESSION (all located on 3rd floor)
GREEN E-DISCOVERY: PAPERLESS PROCESS TO SAVE THE PLANET (Azalea I)

Hear from some of the top legal experts in the industry who will share their experiences with revolutionary green practices for e-discovery, including paperless processes and more. Moderator: **Monica Bay**, Editor Law Technology News. Consultant Panel: **George Socha**, **Tom O'Connor**, **Andrew Adkins**.

GREEN SCHOOLS: CENTERS OF THE COMMUNITY (Azalea II)

This panel will discuss the plans for development of 85 schools across New Orleans utilizing \$1.8B in federal assistance funds to build healthy schools (most or all of which are LEED Silver certified), all within walking distance of families with school age children. Speakers: **Steven Bingler**, 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 (Magnolia I&II)

Bill Abolt, former Environmental Director for Chicago's Mayor Daley, will discuss his work in creating "green roofs" and green building initiatives for municipal buildings in Chicago; Jeanne-Marie Ganucheau, Smart Growth Director, Sen. Mary Landrieu, will reveal work done across Louisiana to implement Smart Growth Planning and Code development; Ray Manning, John Renne and Stefan Marks will discuss the importance of investing in transportation infrastructure. Speakers: **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 Ganucheau**, for Senator Mary Landrieu.

PANEL: GREENING YOUR LAW FIRM: PRACTICAL SOLUTIONS (Magnolia III)

Legal industry sustainability leaders discuss how to actually "green" your firm: measuring, reducing and setting of carbon reduction targets. Developing a structured sustainability program, obtaining management buy-in, changing internal behavioral patterns, avoiding greenwashing accusations, and aligning efforts with client values to enhance success will be included. **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 a.m. - 11:00 a.m.
11:00 a.m. - 12:00 p.m.

Break 3rd Floor Foyer
CONCURRENT SESSIONS

LEEDIGATION: THE IMPACT OF 3.0 AND BUILDING REGULATION

This session will discuss the impact of LEED 3.0 on the world of construction litigation. The discussion will include LEED's impact on the likelihood of litigation, the types of claims likely to be brought and the uncertainty of how matters will be decided. Also discussed will be potential methods of preparing for LEED-related litigation through contract drafting and risk management processes. Speakers: **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

Richard Dailey of Wal-Mart will describe their Sustainability Index, including a discussion of their supplier scorecard -- which drives sustainability through their vendor base. He will describe the company's emphasis on zero waste and their energy management initiative. Bruce Howard of Sensitech will describe an approach to the greening of the perishable food supply chain, including how to reduce resource consumption and waste in our food supply. He will discuss how temperature control in food transportation can reduce impact on the environment while reducing waste and harm to humans. Speakers: **Richard Dailey**, Sr. Director -Environmental Compliance at Wal-Mart and **Bruce Howard**, Director -Major Accounts at Sensitech.

BEYOND PUBLIC-PRIVATE PARTNERSHIPS: COLLABORATION FOR VIBRANT CITIES

This panel will discuss Federal City, a new development model for small to mid-size military bases that connects the base with the neighboring community, catalyzes green job creation and serves as a regional anchor for sustainability; also the Building Block/ EcoPark development, a regional hub for green commerce that will include retail and green manufacturing tenants and provide consumer education about diverse sustainability topics. Speakers: 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

This session will give an overview of regulation for green certifications and marketing claims, including private actions, NGO's, and more. Learn about the trips, traps and rules of the road for green marketing, green claims and social media advertising. Speakers: **Jennifer Taggart**, Esq., Demetriou DelGuerico and **Brod Bagert**, New Orleans Poet.

1:00 p.m. - 5:00 p.m. (Optional training for fee, a box lunch will be provided.)

INTRODUCTION TO THE LEED RATING SYSTEM AND GREEN ASSOCIATE STUDY

Qualified pre-certification training for LEED Green Associate Exam and eligible for AIA/HSW credits. This optional course will provide an introduction to green building concepts and process for green building certification. Taught by: **Prisca Weems**, LEED AP and **J.O. Evans**, LEED AP, both of Futureproof.

ALL SESSION MATERIALS CAN BE DOWNLOADED AT:
<http://greenlegalmatters.sharepoint.net> You'll receive an email invite with login instructions.



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