



2010 Green Energy Summit

Renewables, Energy Efficiency, Sustainability, Green Business,
Social Responsibility, Green Career Pathways, Water

[Click on a presentation in the schedule for more information](#)

Day One – Wednesday, March 24, 2010, Green Business Day

7:30 a.m. – 5:30 p.m. Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
8:00 a.m. – 10:00 a.m.	PLENARY SESSION A: The Evolving Legislative Context: State, Federal and International	Ballroom CD
8:00 a.m. – 8:05 a.m.	Co-Chairs: George Stone, Instructor, Milwaukee Area Technical College (MATC), 2010 Green Energy Summit Chair; and Mrs. Robert Palmer (Sue) Gilbertson	
8:05 a.m. – 8:08 a.m.	Speaker: Michael Burke, President, MATC: <i>“Welcoming remarks on behalf of MATC”</i> , host institution for the 2010 Green Energy Summit	
8:08 a.m. – 8:10 a.m.	Speaker: Carlos Santiago, Chancellor, UW-Milwaukee: <i>“Welcoming remarks on behalf of the University of Wisconsin-Milwaukee”</i>	
8:10 a.m. – 8:25 a.m.	Speaker: Tom Barrett, Mayor of the City of Milwaukee: <i>“Welcoming remarks on behalf of the City of Milwaukee”</i>	
8:25 a.m. – 8:45 a.m.	Speaker: Mark Miller, Wisconsin State Senator-16th District, Co-Chair Senate Clean Energy Committee; Co-Sponsor of the Clean Energy Jobs Act/State Senate Bill 450: <i>“The Clean Energy Jobs Act”</i>	
8:45 a.m. – 9:05 a.m.	Speaker: Marianne Markowitz, Midwest Regional Administrator, Small Business Administration: <i>“Small Businesses’ Role in a Green Economy”</i>	
9:05 a.m. – 9:30 a.m.	Speaker: Jeff Anthony, Director of Business Development, American Wind Energy Association: <i>“Wind Power: Legislative Outlook in Washington, D.C., and Green Jobs Outlook in Wisconsin”</i>	
9:30 a.m. – 10:00 a.m.	Speaker: Professor C. S. Kiang, Chairman, Sustainable Development Technology Foundation; Founding Dean, College of Environmental Sciences, Beijing University: <i>“US China Cooperation on the Low Carbon City”</i>	
10:00 a.m. – 10:30 a.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby
10:30 a.m. – 12 noon	PLENARY SESSION B: Green Business Strategies for the Midwest	Ballroom CD
10:30 a.m. – 10:35 a.m.	Co-Chairs: Art Harrington, Godfrey and Kahn SC Attorneys at Law; and Tom Eggert, Senior Lecturer, UW-Madison School of Business; Founder and Director, Wisconsin Sustainable Business Council	
10:35 a.m. – 10:55 a.m.	Speaker: Mary Ann Wright, CEO, Johnson Controls-Saft: <i>“Li-ion Batteries: Leading the Charge to a Sustainable Energy Future”</i>	
10:55 a.m. – 11:20 a.m.	Speaker: Michael Vickerman, Executive Director, RENEW Wisconsin: <i>“Revitalizing Wisconsin with Homegrown Renewable Energy”</i>	
11:20 a.m. – 11:40 a.m.	Speaker: Neal Verfuert, CEO and Chairman, Orion Energy Systems: <i>“Energy Efficiency Without Compromise”</i>	
11:40 a.m. – 12:00 noon	Speaker: Mark Meyer, Commissioner Wisconsin Public Service Commission: <i>“Green Jobs in a Not-So-Green Economy”</i>	
12:00 noon – 12:30 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby

Day One – Wednesday, March 24, 2010, Green Business Day

7:30 a.m. – 5:30 p.m.

Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
12:30 p.m. – 2:00 p.m.	LUNCHEON - Buffet box lunches; PLENARY SESSION C: Business Opportunities in The New Green Economy	Ballroom CD
12:30 p.m. – 12:35 p.m.	Co-Chairs: Joe Jacobsen, MATC, Co-Chair, 2010 Green Energy Summit; and Jeremy Lemieux, Sustainability Lead, Diversey	
12:35 p.m. – 12:45 p.m.	George Stone, Chair, Green Energy Summit: Introduction of President Burke; Speaker: Michael Burke, President, MATC: “Signing of The American Colleges and Universities Presidents’ Climate Commitment”	
12:45 p.m. – 1:00 p.m.	Speaker: Cory Nettles, Partner, Quarles & Brady, LLP; Managing Director, Generation Growth Capital, Inc., and former Wisconsin Secretary of Commerce: “South Eastern Wisconsin’s Competitive Advantages in the Green Economy”	
1:00 p.m. – 1:25 p.m.	Speaker: Jeff Siegel, managing editor of <i>Green Chip Stocks</i> and principal author of <i>Investing in Renewable Energy: “Why Renewable Energy is Economically Superior to Fossil Fuels”</i>	
1:25 p.m. – 2:00 p.m.	Speaker: Will Steger, founder of the Will Steger Foundation, co-founder of the Center for Global Environmental Education, and recipient of the National Geographic Adventure Lifetime Achievement Award: “Eye Witness to Global Warming”	
2:00 p.m. – 2:30 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby
2:30 p.m. – 3:55 p.m.	Topical Session 1-1 / Symposium: The Role of Water in the New Green Economy / Part 1: The Water Footprint	Room 101A
	Session Co-chairs: Claus Dunkelberg, M7 Water Council; and J. Val Klump, Director and Senior Scientist, Great Lakes Water Institute, UW-Milwaukee	
2:30 p.m. – 2:45 p.m.	Frank Benichou, Executive Vice President and Chief Technical Officer, Veolia Water North America: “Carbon Footprint and Water Footprint in Water and Waste Water Services”	
2:45 p.m. – 3:00 p.m.	Audrey Templeton, Miller Coors: “Water and Energy in Motion”	
3:00 p.m. – 3:15 p.m.	Rosalind Rouse, Milwaukee Water: “Milwaukee Water Works: Service Provider and Steward”	
3:15 p.m. – 3:30 p.m.	Karen Sands, Manager of Sustainability, Metropolitan Milwaukee Sewerage District: “From Wastewater Reclamation to Watersheds: Small Steps and Big Footprints”	
3:30 p.m. – 3:55 p.m.	Panel Discussion and Audience Q & A	
2:30 p.m. – 3:55 p.m.	Topical Session 1-2 / Symposium: Economic & Financial Issues / Part 1	Room 101CD
	Session Chair: Mark Holter, Director, Energy Solutions, Uihlein Electric Company, Inc.	
2:30 p.m. – 2:50 p.m.	Jim Yockey, Executive Director, Seventh Generation Energy Systems: “Energy As An Asset”	
2:50 p.m. – 3:10 p.m.	Carl Cummings, Creative Director, Cummings Designs LLC: “Branding Your Business”	
3:10 p.m. – 3:30 p.m.	Sergio Loureiro, Partner, Autonomous Mind Consulting: “Municipal Finance of Clean Energy: The Community Model”	
3:30 p.m. – 3:50 p.m.	David Carlson, Short Elliott Hendrickson, Inc.: “A Working Business Model for Municipal Digesters to Produce Electricity for Sale”	
3:50 p.m. – 3:55 p.m.	Audience Q & A	
2:30 p.m. – 3:55 p.m.	Topical Session 1-3 / Green Building	Room 101B
	Session Chair: Sue Loomans, LEED AP, Executive Director, Wisconsin Green Building Alliance	
2:30 p.m. – 2:50 p.m.	Nick Mueller and Eric Swanlund, The Boldt Company: “The LEED Gold Certified Lawrence University Warch Campus Center”	
2:50 p.m. – 3:10 p.m.	Mark Hanson, Hoffman LLC: “Holy Wisdom Monastery: Pushing the Frontiers of Sustainability and Affordability”	
3:10 p.m. – 3:30 p.m.	Grace Spitz, Homrich Communications, Inc.: “Small Building Holistic Systems Selection for Cold Climates”	
3:30 p.m. – 3:50 p.m.	Daniel Becker, Plunkett Raysich Architects, LLP: “Sustainability – More than Gold, Silver, Platinum”	
3:50 p.m. – 3:55 p.m.	Audience Q & A	

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7:30 a.m. – 5:30 p.m. Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
2:30 p.m. – 3:55 p.m.	Topical Session 1-4 / Business and Sustainability	Room 102AB
2:30 p.m. – 2:55 p.m.	Session Co-chair: Tom Eggert, Senior Lecturer, UW-Madison School of Business; Founder and Director, Wisconsin Sustainable Business Council: <i>“Green Business: The Lay of the Land for 2010”</i>	
2:55 p.m. – 3:20 p.m.	Session Co-chair: Jeramy LeMieux, Sustainability Lead, Diversey: <i>“Charting the Business Case: The Opportunities of Carbon in an Uncertain Environment”</i>	
3:20 p.m. – 3:45 p.m.	Adam Borut, President, Eco Hatchery: <i>“Engaging Employees in Sustainable Initiatives”</i>	
3:45 p.m. – 3:55 p.m.	Audience Q & A	
2:30 p.m. – 3:55 p.m.	Topical Session 1-5 / Green Manufacturing	Room 102C
2:30 p.m. – 3:00 p.m.	Session Chair: Kevin Crawford, Senior Vice President Government Affairs and Corporate Communications, Orion Energy Systems: <i>“Sustainable Energy Opportunities for the Green Teens”</i>	
3:00 p.m. – 3:30 p.m.	Adil F. Dalal, Pinnacle Process Solutions, International: <i>“Eco-Chain Strategy in the Age of Eco-Responsibility: A Closed Loop Value Chain with Nature”</i>	
3:30 p.m. – 3:55 p.m.	Raymond Robey, Director, Research, Development and Testing; Bjorksten Bit 7: <i>“Product Development Tools to Support Green Manufacturing”</i>	
2:30 p.m. – 3:55 p.m.	Topical Session 1-6 / The Role of Rail in the New Green Economy	Room 102DE
2:30 p.m. – 2:55 p.m.	Session Chair: Robert Bauman, 4th District Alderman; Chair, Public Works Committee, Milwaukee Common Council: <i>“The Role of Rail in the New Green Economy”</i>	
2:55 p.m. – 3:20 p.m.	Kerry Thomas, Executive Director, Transit NOW: <i>“Clearing the Air: Rail, Jobs, and the Crucial Next Steps”</i>	
3:20 p.m. – 3:45 p.m.	Steve Hiniker, Executive Director, 1000 Friends of Wisconsin: <i>“Rail as a part of a multi-modal transit system”</i>	
3:45 p.m. – 3:55 p.m.	Audience Q & A	
3:55 p.m. – 4:00 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby
4:00 p.m. – 5:30 p.m.	Topical Session 1-7 / Symposium: The Role of Water in the New Green Economy / Part 2	Room 101A
	Session Co-chairs: Claus Dunkelberg, M7 Water Council; and J. Val Klump, Director and Senior Scientist, Great Lakes Water Institute, UW-Milwaukee	
4:00 p.m. – 4:20 p.m.	D. Samuel Karge, Global Director of Marketing, Pentair Residential Filtration: <i>“Green Water Treatment for Residential and Commercial Applications”</i>	
4:20 p.m. – 4:40 p.m.	Tricia Kuse, Director of Strategic Marketing, Energy Solutions, Building Efficiency; JCI: <i>“Conserving water and energy to maximize efficiency and reduce emissions”</i>	
4:40 p.m. – 5:00 p.m.	Ken Leinbach, Executive Director, Urban Ecology Center: <i>“The 100 Gallon Challenge: How Awareness Leads to Economic Opportunity”</i>	
5:00 p.m. – 5:20 p.m.	James Wasley, Associate Professor, Department of Architecture, UW-Milwaukee: <i>“Water and the Built Environment”</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	Topical Session 1-8 / Green Technologies and Practices	Room 102AB
4:00 p.m. – 4:20 p.m.	Mary K. Morrow, Vice President, Xerox Corporation: <i>“Ways to “Green”Your Office”</i>	
4:20 p.m. – 4:40 p.m.	Jeff Delaune, Johnson Controls: <i>“Renewable Energy for Green Buildings”</i>	
4:40 p.m. – 5:00 p.m.	Mike Cocking, Director of Marketing, Marathon Energy Systems: <i>“MicroCogeneration Technology – The Future of Home Energy”</i>	
5:00 p.m. – 5:20 p.m.	Session Chair: Joseph Jacobsen, Associate Dean for Environmental Studies, MATC: <i>“Seeking Sustainable Success – An Organizational Opportunity”</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
5:30 p.m.	EXHIBITS CLOSE FOR DAY	Exhibit Hall

Day Two – Thursday, March 25, 2010, Green Energy Day

7:30 a.m. – 6:00p.m. Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
8:00 a.m. – 9:45 a.m.	PLENARY SESSION D: Our Carbon Footprint: Why We Must Reduce It	Ballroom CD
8:00 a.m. – 8:05 a.m.	Co-Chairs: George Stone, MATC, Chair, 2010 Green Energy Summit and Mark Chandler, Columbia University and NASA/GISS	
8:05 a.m. – 8:30 a.m.	Speaker: Mark Chandler, Center for Climate Systems Research, Columbia University; NASA Goddard Institute for Space Studies	
8:30 a.m. – 9:00 a.m.	Speaker: Chris Kucharik, Assistant Professor, College of Agricultural and Life Sciences, Associate Scientist in the Center for Sustainability and the Global Environment, UW-Madison: “Observations of Recent Climate Change Across Wisconsin”	
9:00 a.m. – 9:45 a.m.	Speaker: Lonnie Thompson, Distinguished University Professor, School of Earth Sciences, and Research Scientist, Byrd Polar Research Center, The Ohio State University; Member, The National Academy of Sciences: “A Perspective on 21st Century Climate Change from the World's Highest Mountains”	
9:30 a.m. – 11:30 a.m.	Milwaukee Area Workforce Investment Board Joey Zocher of Urban Ecology Center	Room 102C
	August-Marie Wagner-Richardson of the Student Conservation Association	Room 102AB
	Doug Canady WRTP/BIG STEP	Room 102DE
9:45 a.m. – 10:15 a.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby
10:15 a.m. – 12 noon	PLENARY SESSION E: Green Energy Strategies for the Midwest	Ballroom CD
	Co-Chairs: Judy Ziewacz, Executive Director, Office of Energy Independence; and Don Wichert, Director, Renewable Energy Programs, Focus on Energy/Wisconsin, Energy Conservation Corporation	
10:15 a.m. – 10:40 a.m.	Speaker: Judy Ziewacz, Executive Director, Office of Energy Independence: “Update from Wisconsin’s Office of Energy Independence”	
10:40 a.m. – 11:00 a.m.	Speaker: Kathy Kuntz, Director, Energy Programs, Focus on Energy/Wisconsin Energy Conservation Corporation: “Making Renewables Work Better with Energy Efficiency Through Focus on Energy”	
11:00 a.m. – 11:20 a.m.	Speaker: Secretary Matthew Frank, Wisconsin Department of Natural Resources: “Energy and Climate Change – State and Federal Developments”	
11:20 a.m. – 1:40 a.m.	Speaker: Randy Swisher, Senior Advisor (Executive Director retired), American Wind Energy Association: “Making our Renewable Energy Future a Reality”	
11:40 a.m. – 12:00 a.m.	Speaker: John Meinecke, Regional Service Director, Ingeteam, Inc.: “Manufacturing Renewable Energy Products in the Midwest”	
12:00 noon – 12:30 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby
12:30 p.m. – 2:15 p.m.	Milwaukee Area Workforce Investment Board Please see 9:30 a.m. – 11:30 a.m. above for speakers/rooms	
12:30 p.m. – 2:00 p.m.	LUNCHEON - Buffet box lunches; PLENARY SESSION F: Green Energy Initiatives and Development	Ballroom CD
	Co-Chairs: Colin Scanes, Vice Chancellor for Research & Economic Development, UW-Milwaukee, and John Stilp, Vice President for the Oak Creek Campus, MATC	
12:30 p.m. – 1:00 p.m.	Speaker: Don Albinger, Vice President Renewable Energy Solutions, Johnson Controls: “The Integration of Energy Efficiency and Renewable Energy Solutions”	
1:00 p.m. – 1:30 p.m.	Speaker: Arjun Makhijani, Executive Director, Institute for Energy and Environmental Research: “Moving Toward a Renewable Electricity System: The Roles of Smart Grid and Energy Storage”	
1:30 p.m. – 2:00 p.m.	Speaker: Ed Begley, Jr., author of <i>Living Like Ed: A Guide to the Eco-Friendly Life</i> , principal of television series, <i>Living With Ed</i> : “Live Simply So That Others Can Simply Live”	
2:00 p.m. – 2:30 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby

Day Two – Thursday, March 25, 2010, Green Energy Day

7:30 a.m. – 6:00p.m. Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
2:30 p.m. – 4:00 p.m	WTCS Renewable Energy Deans and Coordinators Meeting	Room 103D
2:30 p.m. – 3:55 p.m	Topical Session 2-1/ Symposium: The Role of Water in the New Green Economy Part 3 / Milwaukee: Water Hub or Drain?	Room 101A
	Moderator: Joe Jacobsen, Associate Dean for Environmental Studies, MATC	
2:30 p.m. – 2:55 p.m.	Barry Grossman, Attorney at Law, Foley and Lardner, LLP: <i>“The Role of Water in Milwaukee’s Economic Development”</i>	
2:55 p.m. – 3:20 p.m.	William Holahan, Professor and Chair, Department of Economics, UW-Milwaukee: <i>“Microeconomics of Urban Water Supply”</i>	
3:20 p.m. – 3:45 p.m.	Marc Levine, Director, Consortium for Economic Opportunity, UW-Milwaukee: <i>“Milwaukee as the “Silicon Valley” of Water Technology: Myth and Reality”</i>	
3:45 p.m. – 3:55 p.m.	Audience Q & A	
2:30 p.m. – 3:55 p.m	Topical Session 2-2 / Symposium: Energy Efficiency and Energy Management / Part1	Room 101B
2:30 p.m. – 2:50 p.m.	Joe Feuling, Development Director, Environmental Systems, Inc. <i>“Buildings: Sustainable, Efficient, Intelligent – What’s the Difference and Can You Have It All?”</i>	
2:50 p.m. – 3:10 p.m.	Mark Holter, Director, Energy Solutions, Uihlein Electric Company: <i>“Building Energy Dashboard – Monitoring and Reporting Your Building’s Energy Use”</i>	
3:10 p.m. – 3:30 p.m.	Christopher Kuhl, Sales Application Engineer, ZBB Energy Corporation: <i>“Optimization Solution to Integrate Onsite Renewable Energy Generation Sources”</i>	
3:30 p.m. – 3:50 p.m.	Mark Holter, Director, Energy Solutions, Uihlein Electric Company: <i>“Maximizing EPAct – How to Lower ENERGY Project Costs by Up to 40%”</i>	
3:45 p.m. – 3:55 p.m.	Audience Q & A	
2:30 p.m. – 3:55 p.m.	Topical Session 2-3 / Symposium: Wind Energy / Part 1	Room 101CD
	Session Chair: Jennifer Heinzen, Wind Energy Technology Instructor, Lakeshore Technical College	
2:30 p.m. – 2:50 p.m	Tom Praeger, Renewable Operations Manager, Johnson Controls: <i>“Energy From The Wind”</i>	
2:50 p.m. – 3:10 p.m	Wind Energy Technology students, Lakeshore Technical College: <i>“Performance of LTC’s Vestas V-15 Wind Turbine”</i>	
3:10 p.m. – 3:25 p.m	Larry Hobbs, Lead Instructor of Facilities Maintenance, Gateway Technical College: <i>“Providing Torque Training for the Wind Industry”</i>	
3:25 p.m. – 3:40 p.m	Alicia Leinberger, Marketing and Development Director, Seventh Generation Energy Systems: <i>“Powering Businesses, Schools and Communities with the Wind – Soup to Nuts”</i>	
3:40 p.m. – 3:55 p.m	Dave Drapac, Certified Wind Site Assessor, Seventh Generation Energy Systems: <i>“Wind Resource Assessment and Analysis for Schools, Businesses and Communities”</i>	
2:30 p.m. – 3:55 p.m.	Topical Session 2-4 / Solar Thermal and Geothermal	Room 102AB
2:30 p.m. – 3:25 p.m.	Session Chair: Bill Guiney, Program Manager, Renewable Energy Solutions, Johnson Controls: <i>“How to Start a Solar Business”</i>	
3:25 p.m. – 3:50 p.m	Tom Niesen, Division Chair of Manufacturing, HVACR Lead, Gateway Technical College: <i>“Is Geothermal the Answer for My Home or Business?”</i>	
3:50 p.m. – 3:55 p.m.	Audience Q & A	
2:30 p.m. – 3:55 p.m.	Topical Session 2-5 / Residential Energy Efficiency / Focus on Energy	Room 102C
	A short audience Q & A will follow each presenter	
2:30 p.m. – 3:00 p.m.	Session Chair: Bobbi Fey, Assistant Director, Residential Energy Efficiency, Focus on Energy	
3:00 p.m. – 3:30 p.m.	Bill Schutten, Coordinator, Residential Energy Efficiency, Focus on Energy	
3:30 p.m. – 3:55 p.m.	Carter Dedolph, Homes Program Manager, Focus on Energy	
2:30 p.m. – 3:55 p.m.	Topical Session 2-6 / Wisconsin’s Growing Solar Electric Market	Room 102DE
2:30 p.m. – 2:45 p.m.	Session Chair: Niels Wolter, Solar Electric Program Manager, Focus on Energy	
2:45 p.m. – 3:00 p.m.	Andrea Luecke, Program Manager, Milwaukee Shines	
3:00 p.m. – 3:15 p.m.	Walt Novash, Program Manager, Renewable Energy Solutions, Johnson Controls: <i>“Photovoltaic (PV) System Design”</i>	
3:15 p.m. – 3:30 p.m.	Steve Ostrenga, Helios Solar	
3:30 p.m. – 3:45 p.m.	Ed Zinthefer, President, Arch Electric; Vice President, Renewable Energy Solutions; NABCEP certified Master Electrician	
3:45 p.m. – 3:55 p.m.	Panel Discussion and Audience Q & A	

Day Two – Thursday, March 25, 2010, Green Energy Day

7:30 a.m. – 6:00p.m.

Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
4:00 p.m. – 5:30 p.m	Topical Session 2-7 / Symposium: The Role of Water in the New Green Economy / Part 4 / Water Technology and Renewable Energy – Innovative and Sustainable Solutions / Panel Discussion	Room 101A
	Panelist: Dean Amhaus, Milwaukee 7 Water Council	
	Panelist: John Isleb, Siemens Water Technology	
	Session Chair/Panelist: Karen Sands, Manager of Sustainability, Metropolitan Milwaukee Sewerage District	
	Panelist: Murali Vedula, Program Director, Engineering; UW-Milwaukee	
	Audience Q & A	
4:00 p.m. – 5:30 p.m	Topical Session 2-8 / Symposium: Energy Efficiency & Energy Management / Part 2	Room 101B
4:00 p.m. – 4:20 p.m.	Rodney Heller, LC, CLEP, Managing Partner, Energy Performance Specialists, LLC: <i>“Maximizing Energy Savings with Energy Efficient Lighting”</i>	
4:20 p.m. – 4:40 p.m.	Rosemary Wehnes, Associate Representative, Sierra Club/Cool Cities Program: <i>“Lesson Learned and Best Practices from the Energy Efficiency and Conservation Block Grant Program (EECBG)”</i>	
4:40 p.m. – 5:00 p.m.	Daniel Sherwin, Marquette University: <i>“Parametric Study of the Primary Entrainment Region of a Gas-Storage Water Heater”</i>	
5:00 p.m. – 5:20 p.m.	Chad Carter, Controller, Didion Ethanol, LLC: <i>“The Didion Difference: Better Food, Cleaner Fuel and Jobs”</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m	Topical Session 2-9 / Solar Water Heating / Focus on Energy	Room 102AB
4:00 p.m. – 5:00 p.m.	Session Chair: Bob Ramlow, Solar Water Heating Consultant, Focus on Energy: <i>“Solar Water Heating: Technology, Trends, Incentives, Cost and Case Studies”</i>	
5:00 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m	Topical Session 2-10 / Symposium: Wind Energy / Part 2	Room 101CD
	A short audience Q & A will follow each presenter	
4:00 p.m. – 4:20 p.m.	Session Chair: Rich Hasselman, Wind Lead, Focus on Energy	
4:20 p.m. – 4:40 p.m.	Amy Taivalkoski, ALT Energy, Focus on Energy Site Assessor Lead	
4:40 p.m. – 5:00 p.m.	Wes Slaymaker, President, Weswind	
5:00 p.m. – 5:20 p.m.	Randy Faller, Kettle View Renewable Energy, LLC	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m	Topical Session 2-11 / Biofuels and Green Transportation	Room 102C
4:00 p.m. – 4:20 p.m.	Session Chair: Francis X. Vogel, Executive Director, Wisconsin Clean Cities – Southeast Area: <i>“Introducing the Wisconsin Clean Transportation Program”</i>	
4:20 p.m. – 4:45 p.m.	Jerry Price, President, Collective Knowledge LLC: <i>“World Racer on Alternate Fuels”</i>	
4:45 p.m. – 5:05 p.m.	David Hansen, Energy Manager, Electric Charge Mobility/A-A Exteriors: <i>“Networked Electric Vehicle Charging Stations: Introduction and Demonstration”</i>	
5:05 p.m. – 5:25 p.m.	H. Tony Hartmann, CEO, Great Lakes Ag Energy, LLC: <i>“Biomass Deconstruction for \$5 per Ton”</i>	
5:25 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m	Topical Session 2-12 / Business Energy Efficiency	Room 102DE
	A short audience Q & A will follow each presenter	
4:00 p.m. – 4:30 p.m.	Session Chair: Karl Hilker, Senior Program Manager, Market Channels, Focus on Energy	
4:30 p.m. – 5:00 p.m.	Liesel Whitney-Schulte, Program Manager, Commercial Lighting, Focus on Energy	
5:00 p.m. – 5:30 p.m.	Geoff Overland, Business Development Manager – IT and Data Centers, Focus on Energy	
5:30 p.m.	EXHIBITS CLOSE FOR DAY	Exhibit Hall

Day Three – Friday, March 26, 2010, Green Career Pathway/Sustainability Day

7:30 a.m. – 6:00 p.m.

Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
8:00 a.m. – 12 noon	SYMPOSIUM: Education and Job Creation for the New Green Economy – The Color of Hope is Green!	Ballroom CD
8:00 a.m. – 9:45 a.m.	PLENARY G: Job Opportunities in the New Green Economy	Ballroom CD
8:00 a.m. – 8:05 a.m.	Co-chairs: Thomas Content, Energy Reporter, Milwaukee Journal-Sentinel, and Carol Diggelman, Milwaukee School of Engineering	
8:05 a.m. – 8:25 a.m.	Speaker: Dennis Winters, Chief Economist, Wisconsin Department of Workforce Development: <i>“Green Jobs in Wisconsin”</i>	
8:25 a.m. – 8:55 a.m.	Speaker: Jane Weissman, Executive Director, Interstate Renewable Energy Council: <i>“Tackling Some of the Green and Not-So-Green Challenges”</i>	
8:55 a.m. – 9:00 a.m.	Panelist: Sheila Cochran, Chief Operating Officer/Secretary-Treasurer, Milwaukee Area Labor Council	
9:00 a.m. – 9:05 a.m.	Panelist: Eric Crawford, President, greenman Alliance LLC	
9:05 a.m. – 9:10 a.m.	Panelist: Emily Hickey, Coordinator, Renewable Energy Market Provider program, Focus on Energy	
9:10 a.m. – 9:15 a.m.	Panelist: Jim Simpson, Director Higher Education; Solutions Americas Building Efficiency, Johnson Controls	
9:15 a.m. – 9:20 a.m.	Panelist: Cathy Wagner, Manager of Recruitment and Placement, Milwaukee Office, Manpower, Incorporated	
9:20 a.m. – 9:25 a.m.	Panelist: Willie Hines, 15th District Alderman; President, Milwaukee Common Council	
9:25 a.m. – 9:45 a.m.	Panel Discussion & Audience Q & A – Chairs, Speakers, Panelists and Audience	
9:45 a.m. – 10:15 a.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby
10:15 a.m. – 12 noon	PLENARY SESSION H: Education for the New Green Economy	Ballroom CD
	Co-Chairs: Lauren Baker, Coordinator, Career and Technical Education, Milwaukee Public Schools and ; and Vicki Martin, Provost, MATC	
10:15 a.m. – 10:20 a.m.	Speaker: Dan Clancy, President, Wisconsin Technical College System: <i>“Welcoming remarks on behalf of the Wisconsin Technical College System”</i>	
10:20 a.m. – 10:50 a.m.	Speaker: Debra Rowe, Professor of Renewable Energies and Energy management, Oakland Community College; Senior Fellow in Education for Sustainability, ULSF: <i>“Education, Action and Career Pathways for a Sustainable Future”</i>	
10:50 a.m. – 11:15 a.m.	Speaker: Sarah White, Senior Associate, Center on Wisconsin Strategy: <i>“Greener Skills and Greener Standards: How Credentials Add Value in a Clean Energy Economy”</i>	
11:15 a.m. – 11:19 a.m.	Panelist: Colin Scanes, Vice Chancellor for Research & Economic Development, UW-Milwaukee	
11:19 a.m. – 11:23 a.m.	Panelist: Lauren Baker, Coordinator, Career and Technical Education, Milwaukee Public Schools	
11:23 a.m. – 11:27 a.m.	Panelist: Michael Lanser, President, Lakeshore Technical College	
11:27 a.m. – 11:31 a.m.	Panelist: Bryan Albrecht, President, Gateway Technical College	
11:31 a.m. – 11:35 a.m.	Panelist: Barbara Anderegg, Instructor, Madison Area Technical College; Principal Investigator, Consortium for Education in Renewable Energy Technology (CERET)	
11:35 a.m. – 11:39 a.m.	Panelist: Joseph Jacobsen, Associate Dean for Environmental Studies, MATC	
11:40 a.m. – 12:00 noon	Panel Discussion & Audience Q & A – Chairs, Speakers, Panelists and Audience	
12:00 noon – 12:30 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby

Day Three – Friday, March 26, 2010, Green Career Pathway/Sustainability Day

7:30 a.m. – 6:00 p.m.

Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
12:30 p.m. – 2:00 p.m.	LUNCHEON - Buffet box lunches; PLENARY SESSION I: Sustainability: The Future is Green!	Ballroom CD
	Co-Chairs: Ellen Censky, Senior Vice President, Research/Collections/Exhibits/Education, Milwaukee Public Museum; and Bruce Bessert, Director, Concordia Center for Environmental Stewardship, Concordia University Wisconsin	
12:35 p.m. – 1:00 p.m.	Speaker: Dan Kohler, Director, Wisconsin Environment: <i>“Wisconsin’s Clean Energy Future”</i>	
1:00 p.m. – 1:25 p.m.	Speaker: Honorable David Carty, Former Speaker of the Anguilla House of Assembly; Chairman, Anguilla Energy Committee: <i>“Climate Change, Renewable Energy and Survival”</i>	
1:25 p.m. – 1:50 p.m.	Speaker: Charles A. Hall, Professor of Environmental Science, State University of New York, Syracuse: <i>“Peak Oil, EROI and the Challenges of the Energy Transition”</i>	
1:50 p.m. – 2:00 p.m.	Summit Chair: George Stone: <i>“Summit Appreciations and Acknowledgments”</i>	
2:00 p.m. – 2:30 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / refreshments in Exhibit Hall POSTERS ON DISPLAY IN THE LOBBY	Exhibit Hall & Lobby
2:30 p.m. – 4:00 p.m.	Solar Hot Water Business Council Kick-Off Event Hosted by the City of Milwaukee – Milwaukee Shines	Room 102DE
2:30 p.m. – 3:55 p.m.	Topical Session 3-1 / Symposium: Green Curriculum / Part 1	Room 101A
	Session Chair: Janie Besharse, K-12 Energy Education Program (KEEP)	
2:30 p.m. – 2:50 p.m.	Robin Nickel, Associate Director, WIDS, Wisconsin Technical College System Foundation: <i>“Greening Existing Curriculum in Wisconsin Technical Colleges”</i>	
2:50 p.m. – 3:05 p.m.	Mary-Jo Salzburg, Program Manager, K-12, Johnson Controls: <i>“Bringing Technology into the Classroom through Energy Education”</i>	
3:05 p.m. – 3:20 p.m.	Amy Heart, Milwaukee Director, Midwest Renewable Energy Association: <i>“The Midwest Renewable Energy Train the Trainer”</i>	
3:20 p.m. – 3:35 p.m.	Chip Bircher, Instructor, Northeast Wisconsin Technical College: <i>“Renewable Energy and Sustainable Practices at NWTC – Solar Certificate”</i>	
3:35 p.m. – 3:50 p.m.	Joel H. Goodman, Design Researcher, PVO-Pergolas: <i>“Building Integrated CSP R&D Program Curriculum Initiative”</i>	
3:50 p.m. – 3:55 p.m.	Audience Q & A	
2:30 p.m. – 3:55 p.m.	Topical Session 3-2 / Symposium: Social Responsibility and Sustainability / Part 1	Room 101B
	Session Chair: Mel Bromberg, Principal, WaterSHED International; Delegate to Copenhagen Conference	
2:30 p.m. – 2:55 p.m.	Mel Bromberg and Jamie Racine, Delegates to UNFCCC Copenhagen Conference (COP-15): <i>“Report from the UNFCCC Copenhagen Conference: Global Procrastination or Progress?”</i>	
2:55 p.m. – 3:15 p.m.	Ted Wilinski, Sustainability Instructor, MATC; Consultant, Wilinski Associates, Inc. <i>“Peak Oil/Gas/Coal – Reasons for Change”</i>	
3:15 p.m. – 3:35 p.m.	Mark Daugherty, Principal, Collaborative Energy Ventures: <i>“Developing A Sustainable State of Mind”</i>	
3:35 p.m. – 3:55 p.m.	Randall Iloff, Director, Strategic Innovation, Bjorksten Bit 7: <i>“A Larger View of Green Innovation –Why the Innovation Process Itself Must Improve”</i>	
2:30 p.m. – 3:55 p.m.	Topical Session 3-3 / College and University Initiatives	Room 101CD
2:30 p.m. – 2:50 p.m.	Session Chair: Ken Walz, Instructor, Madison College: <i>“CERET Train the Trainer Academies and Renewable Energy Certificate”</i>	
2:50 p.m. – 3:10 p.m.	Amy Kox, Sustainable Program Manager, Northeast Wisconsin Technical College: <i>“Sustainability at Northeast Wisconsin Technical College”</i>	
3:10 p.m. – 3:30 p.m.	Ray Walter, Manager, Renewable Energy & Sustainability, Waukesha County Technical College: <i>“Renewable Energy and Sustainability at Waukesha County Technical College”</i>	
3:30 p.m. – 3:50 p.m.	Mike Thompson, Associate Dean, Apprenticeship & Manufacturing, Lakeshore Technical College: <i>“Green To Go – Repurposing a Camping Trailer to Teach Green Energy Systems”</i>	
3:50 p.m. – 3:55 p.m.	Audience Q & A	

Day Three – Friday, March 26, 2010, Green Career Pathway/Sustainability Day

7:30 a.m. – 6:00 p.m.

Registration open in main lobby – Midwest Airline Center

TIME	EVENT	LOCATION
2:30 p.m. – 3:55 p.m.	Topical Session 3-4 / Greening Practices for Colleges	Room 102AB
2:30 p.m. – 2:50 p.m.	Kate Nelson, Environmental Sustainability Coordinator, UW-Milwaukee: “Green Roofs and Stormwater at UW-Milwaukee: Insight by Faculty, Staff and Students”	
2:50 p.m. – 3:10 p.m.	Dan Seidl, Director of Facilities, Northeast Wisconsin Technical College: “Energy Management at Northeast Wisconsin Technical College”	
3:10 p.m. – 3:30 p.m.	Session Chair: Michael Sargent, CFO, Co-Chair Sustainability Committee, MATC: “Composting: The Economical, Sustainable Solution”	
3:30 p.m. – 3:50 p.m.	Jeff Roepsch, Advanced Solutions, Johnson Controls: “Strategic Planning for Sustainability”	
3:50 p.m. – 3:55 p.m.	Audience Q & A	
2:30 p.m. – 3:55 p.m.	Topical Session 3-5 / Green Jobs and Career Pathways	Room 102C
	Session Chair: David Stinnett, Electronics/Sustainable Energy Instructor, MATC	
2:30 p.m. – 2:50 p.m.	David Schejbal, Dean, Continuing Education and E-Learning, University of Wisconsin Extension: “The Future of the American Sustainability Movement and Its Implications for Job Training”	
2:50 p.m. – 3:10 p.m.	Amy Heart, Milwaukee Director, Midwest Renewable Energy Association: “Solar for Humanity”	
3:10 p.m. – 3:30 p.m.	Donald R. Hendricks, Wind Instructor, Northeast Wisconsin Technical College: “Teaching and Training in Wind Energy”	
3:30 p.m. – 3:50 p.m.	Daniel Neumann, Student, Milwaukee School of Engineering: “Power Smoothing for Wind Turbine Gearbox Stress Reduction”	
3:50 p.m. – 3:55 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	Topical Session 3-6 / Symposium: Green Curriculum / Part 2	Room 101A
4:00 p.m. – 4:15 p.m.	Session Chair: Amy L. Kox, Sustainable Program Manager, Northeast Wisconsin Technical College: “Renewable Energy and Sustainable Practices Programs at NWTC”	
4:15 p.m. – 4:30 p.m.	Janie Besharse, K-12 Energy Education Program (KEEP): Promoting Energy Efficiency: “Renewables and Green Careers through the K-12 Energy Education Program (KEEP)”	
4:30 p.m. – 4:45 p.m.	Robert Brylski, Instructor, Northeast Wisconsin Technical College: “Renewable Energy and Sustainable Practices at NWTC – Biofuels Certificate”	
4:45 p.m. – 5:00 p.m.	Warren McKenny, Instructor, Northeast Wisconsin Technical College: “Renewable Energy and Sustainable Practices at NWTC – Sustainable Design Certificate”	
5:00 p.m. – 5:15 p.m.	Chip Bircher, Renewable Product Manager, Wisconsin Public Service; and Scott Liddicoat, Teacher, Green Bay Schools: “Solarwise My School: Let the Sunshine Into My Classroom”	
5:15 p.m. – 5:30 p.m.	Joel H. Goodman, Design researcher, PVO Pergolas: “Reuse of Wind Turbine Blades Course Initiative”	
4:00 p.m. – 5:30 p.m.	Topical Session 3-7 / Symposium: Social Responsibility and Sustainability / Part 2	Room 101B
4:00 p.m. – 4:20 p.m.	Kiami Rogers, RoHS Technical Committee Chair, Maxim Integrated Products: “Social Responsibility to the Environment”	
4:20 p.m. – 4:40 p.m.	Ken Walz, Instructor, Madison College: “Renewable Energy for International Development”	
4:40 p.m. – 5:00 p.m.	Session Chair: Swee Sim, Owner Future Green: “Greening Your Business”	
5:00 p.m. – 5:20 p.m.	Kathy Henrich, IBM: “Solutions for A Smarter Planet”	
5:15 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	Topical Session 3-8 / Sustainable Practices:	Room 101CD
4:00 p.m. – 4:25 p.m.	James Wasley, Associate Professor, Department of Architecture, UW-Milwaukee: “Carbon Neutral Building Design”	
4:25 p.m. – 5:05 p.m.	Session Chair: Paul Van de Sand, Strategic Alliances, Franklin Energy Services, LLC; Michael Deau, Staff Engineer, Waukesha Electric Systems; Lance Athearn, President, Co-founder and Co-owner, Walk On Water Surfboards; and Jesse Kastanski, Walk On Water Surfboards: “Reuse of Industrial Waste as a Step Toward Sustainability Proves Beneficial for Wisconsin Companies”	
5:05 p.m. – 5:25 p.m.	Ben Zimmerman, Director of Weather Services, Weather Central LLC: “NextGen Weather ForeCast Technology - Impact On Wind Energy Industry”	
5:25 p.m. – 5:30 p.m.	Audience Q & A	