

*13th Annual Public Interest Environmental Conference
Talk, Technology, & Techniques: Game Plan for Green*

Time	Thursday, March 1, 2007		
6:00 – 9:00	<u>Reception: President’s House</u>		
Time	Friday, March 2, 2007		
8:30 – 10:00	Room 180 <u>Morning Plenary: Overview of Panel Tracks</u>		
10:00- 10:30	Exhibits		
	Green Design Room 285C	Green Infrastructure Room 355B	Green Institutions Room 359
10:30-12:00	<u>Green Design: Is LEEDing the Way Enough</u>	<u>The Future of Green: The Century Commission</u>	<u>“Greening” Government: Current Models and Paths for the Future</u>
12:00 –2:00	Lunch Break		
2:00 – 3:30	<u>Low Impact Development: Making Neighborhood Environmental Management Happen</u>	<u>A Highway Runs Through it: The Heartland Expressways and the Future of Central Florida</u>	<u>Promoting Corporate Sustainability: Green Practices, Free Speech, and Greenwash</u>
4:00 – 5:30	<u>Here Today, Green Tomorrow: Preservation of the Built Environment and Sustainability</u>	<u>Solomon’s Solution: Implementing Rural Stewardship</u>	<u>Green Media: How to Use and Improve the Media</u>
7:00 – 10:00	<u>Evening Banquet- Florida Museum of Natural History</u> Keynote Speaker: Ray Anderson <i>By Registration Only</i>		

*13th Annual Public Interest Environmental Conference
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Saturday, March 3, 2007

9:00 – 10:30	<p align="center">Room 180 <u>Workshop/Skills: Communicating Effectively with Corporate Leaders</u></p>		
11:00 – 12:30	<p align="center">Room 382 <u>Healthy Home, Healthy Environment: Greening Affordable Housing Where We Live, Work, and Play</u></p>	<p align="center">Room 360 <u>Green for Green: Payments for Ecosystem Services</u></p>	<p align="center">Room 359 <u>No Good Idea Left Behind: Challenges and Opportunities for Incorporating Sustainability into Education</u></p>
12:30 – 1:30	<p align="center">Lunch Break</p>		
1:30 – 3:30	<p align="center">GRAND FINALE Room 180 <u>The Ethics and Opportunities of Non-Traditional Partnerships</u></p>		

THURSDAY, MARCH 1, 2007

Reception:

Keynote Speaker: Jil Zilligen, Vice President, Sustainable Business Practices, Nau Inc.

Closing Speaker: Bernard Machen, President, University of Florida

Sponsors: Hopping Green & Sams, P.A., Golder Associates, and Water and Air Research

Jil Zilligen is Vice President of Sustainable Business Practices at Nau, Inc., a technical and lifestyle outdoor apparel company integrating environmental, social and economic factors and a unique business model built around sustainable business practices, the innovative use of technology, and philanthropic partnerships. At Nau, Ms. Zilligen is responsible for eliminating or minimizing environmental impacts, maximizing equity for all, and setting new benchmarks for corporate responsibility and philanthropy. Prior to Nau, Ms. Zilligen was Vice President of Environmental Initiatives at Patagonia, and she was also the founding Executive Director of 1% For the Planet, where she grew the organization to more than 100 member companies in 18 months.

FRIDAY, MARCH 2, 2007

Plenary: Friday March 2, 2007 8:30a-10:00a

Speakers: David Driesen, Syracuse University College of Law
J.B. Ruhl, Florida State University College of Law
Charles Kibert, UF College of Design, Construction & Planning
Joseph P. Tomain, University of Cincinnati College of Law
Patrick A. Parenteau, Vermont Law School

The speakers in this opening plenary will provide perspectives on innovative techniques and technology that offer promise for achieving sustainability. Their talks will introduce creative ideas for an environmental competition statute, ecosystem services payments, promoting green construction, and a sustainable energy future.

Friday March 2, 2007 Panels:

Track 1: Green Design

Panel 1:

Green Design: Is LEEDing the Way Enough?

Friday March 2, 2007

10:30a-12:00p

The costs of energy consumption from higher utility bills to the dire warning of An Inconvenient Truth have led Americans to seek new ways to live more sustainable lives. One such path has been an increased interest in green design and its widely recognized benchmark, LEED certification. While LEED adoption by commercial developers has led to a “Green Renaissance” in American downtowns, residential areas lag behind. Florida, ever-developing, has only small handful of new houses undergoing LEED certification. At the same time, green design is evolving technologically and conceptually to move beyond energy efficiency towards better integration with the native ecosystem. This panel will discuss

current LEED standards and their attendant benefits to the environment, the available methodologies for exceeding current requirements and increasing environmental benefits, and also look at how to remove the myriad barriers that prevent cutting edge innovation from becoming implemented.

Moderator: Thomas Ruppert, UF Levin College of Law, Center for Governmental Responsibility

Panelists: Rob Vieira, Building Research Division, Florida Solar Energy Center

Dr. Kevin Grosskopf, UF M.E. Rinker Sr. School of Building Construction

Martin Gold, Associate Professor, Design and Environmental Tech., UF Sch. of Architecture

Paul Radauskas, Building Official, Sarasota County

Panel 2:

Low Impact Development: Making Neighborhood Environmental Management Happen

Friday March 2, 2007

2:00p-3:30p

This panel will address the science and policy behind the concept of "low impact development," especially as it relates to water quantity and quality. Low impact development places greater burdens on individual homeowners to assume responsibility for the management of water before it enters central systems. As a result, management is addressed through homeowner associations, restrictive covenants and related legal approaches. These will be described and discussed during the panel.

Moderator: Tom Ankersen, UF Levin College of Law, Center for Governmental Responsibility

Panelists: Mark Clark, UF Institute of Food and Agricultural Sciences

Nicole Kibert, Carlton Fields

Jay Exum, Director, Environmental Services, Gladding Jackson

Eric Livingston, Florida Department of Environmental Protection (invited)

Panel 3:

Here Today, Green Tomorrow: Preservation of the Built Environment and Sustainability

Friday, March 2, 2007

4:00p-5:30p

Sustainability begins with preservation. Today, historic buildings are able to accommodate state-of-the-art green materials and technologies while preserving our historic cities and towns. Proponents of smart growth and green building should consider the benefits of preservation, which maximizes the use of existing materials and infrastructure, thus reducing waste. Panelists will discuss how these concepts are being explored in Florida and where opportunities exist for further union between historic preservation and sustainable development.

Moderator: Tim McLendon, UF Levin College of Law, Center for Governmental Responsibility

Panelists: Al Hadeed, Attorney, Florida Trust for Historic Preservation

Donna Isaacs, Executive Director, The Cotton Club Historic Preservation Project

Susan Tate, Professor, UF College of Design, Construction and Planning

Joseph Amon, Engineer, Ardaman & Associates, Inc./Florida Historical Commission

Track 2: Green Infrastructure

Panel 1:

The Future of Green: The Century Commission

Friday March 2, 2007

10:30a-12:00p

The Century Commission for a Sustainable Florida has been charged by the Legislature with developing a vision and making recommendations for achieving that vision over 25 and 50 year time frames. A recent study for 1000 Friends of Florida predicts a doubling of population and the development of another 7 million acres by 2060. This panel will discuss what the Century Commission envisions for Florida's green infrastructure and its land and water resources.

Moderator: Stephen Mulkey, School of Natural Resources and Environment, University of Florida
Panelists: Rick Baker, Chair, Century Commission and Mayor of St. Petersburg (invited)
Dennis Gilkey, President/CEO, The Bonita Bay Group
Charles Pattison, Executive Director, 1000 Friends of Florida

Panel 2:

A Highway Runs Through It: The Heartland Expressways and the Future of Central Florida

Friday March 2, 2007

2:00p-3:30p

Florida's Turnpike Enterprise has proposed building a north-south toll road, dubbed the "Heartland Parkway," which will stretch through 125 miles of rural Florida to connect I-4 in Polk County and I-75 in Collier County. The suggested road will offer improved access between central and southwest Florida. Also proposed is the "Heartland Coast-to-Coast", which will traverse the state over 130 rural miles between Manatee County and St. Lucie County and provide an enhanced link between the east and west coasts. These two roads along with seven others are being considered as part of the Department of Transportation's Florida's Future Corridors initiative. This panel will present a status report on the initiative, and using Central Florida as a case study, will discuss the need for new roads, impacts on the environment, ways to mitigate those impacts, and alternatives that should be considered.

Moderator: John H. Hankinson, Jr.
Panelists: Richard Hilsenbeck, The Nature Conservancy
Bob Romig, Director, Office of Policy Planning, Florida Department of Transportation
Richard "Rick" E. Dantzler II, Frost Tamayo Sessums & Aranda
Charles Lee, Director of Advocacy, Audubon of Florida

Panel 3:

Solomon's Solution: Implementing Rural Stewardship

Friday, March 2, 2007

4:00p-5:30p

The Florida Legislature has provided a mechanism for designating "rural land stewardship areas" in which innovative land use practices are encouraged. Developments, like Adams Ranch and Ave Maria, are now being proposed under these provisions and it is expected that many of the remaining large privately owned blocks of land in Florida might be committed to development under this section. Generally, the development proposals involve substantial concentrations of density around new urban centers located in rural areas with preservation of large blocks of the remaining lands. The purpose of the panel will be to review the status of implementation of the law and evaluate the results.

Moderator: Shaw Stiller, General Counsel, Florida Department of Community Affairs

Panelists: Ernie Cox, Attorney, Family Lands Remembered

Eric Draper, Deputy Director of Policy, Audubon of Florida

Track 3: Green Institutions

Panel 1:

"Greening" Government: Current Models and Paths for the Future

Friday, March 2, 2007

10:30a-12:00p

What are state and local governments doing to go "green?" In other words, how are governments changing their operational structure to function in a more sustainable fashion? Also, what are governments doing to encourage sustainable practices in the community through non-regulatory means? Such sustainable practices might facilitate energy efficiency, water conservation, and improved development schemes. This panel discussion will explore these questions through current examples and potential issues concerning government initiatives both toward implementing green functioning within its operational structure and also to encourage green practices in the community.

Moderator: Tony Cotter, Assistant County Attorney, Orange County

Panelists: Mark Hostetler, UF Department of Wildlife Ecology and Conservation

Maya Burke, Southwest Florida Water Management District

Alan Marshall, Orange County Environmental Protection Division

Panel 2:

Promoting Corporate Sustainability: Green Practices, Free Speech, and Greenwash

Friday, March 2, 2007

2:00pm-3:30pm

From volunteer sustainability programs to implementation of ISO 14000, being deemed “eco-friendly” is the trend among corporations for the nascent millennium. This panel will explore how current law can both promote this trend and interfere with it.

Disclosure of information has proved to be a highly effective tool to promote corporate accountability and sustainability. Mandatory disclosure of emissions (as part of EPCRA’s Toxics Release Inventory, for example), mandatory disclosure requirements under securities law, and voluntary disclosures by corporations who want to tout sustainability initiatives all play important roles.

This panel examines the importance of information disclosure and addresses some of the obstacles to its efficacy. Panelists will discuss how First Amendment claims by corporations, asserting that statements about their practices are protected political speech, even if inaccurate, threaten to undermine the powerful tool of disclosure. Panelists will also discuss the role and power of voluntary disclosures by corporations about sustainability initiatives and will consider the question whether “greenwash” – advertising to promote a positive corporate image on environmental issues that lacks content – dilutes or distorts the information consumers and investors receive.

Moderator: Jody Brooks, St. Joe Company

Panelists: David Monsma, Director, Energy and the Environment Program, The Aspen Institute

Michael Siebecker, UF Levin College of Law

Tim Center, Director, Council for Sustainable Florida, Collins Center for Public Policy

Panel 3:

Green Media: How to Use and Improve the Media

Friday, March 2, 2007

4:00p-5:30p

This panel will discuss ways non-governmental organizations can use the media to promote their goals. Topics will include how green organizations can influence local, regional, and national media, effectively communicate with reporters and the public about complex scientific issues, and raise public awareness and involvement in green goals through use of the internet and other tools.

Moderator: Brett Paben, Senior Staff Attorney, Wildlaw

Panelists: Susan Jacobson, UF Department of Wildlife, Ecology and Conservation

Bobbi Russell, Associate Director, Green Media Toolshed

Nathan Crabbe, The Gainesville Sun (invited)

Banquet: Friday March 2, 2007 - 7:00p - Florida Museum of Natural History

By Registration Only

Keynote Speaker: Ray Anderson, Founder and Chairman - Interface, Inc.

Ray Anderson serves as Founder and Chairman of a globally positioned company, Interface, Inc. whose core business is modular soft-surfaced floor coverings, as well as commercial panel and upholstery fabrics. Interface has sales in more than 100 countries and manufacturing facilities on four continents. In 1997, Mr. Anderson described his vision for his company which committed Interface to zero scrap and zero emissions in the future. Interface continues to lead the way in environmentally-friendly business practices, and in 2006 was named one of the Companies Changing the World by sustainablebusiness.com. As a corporate leader, Mr. Anderson has been instrumental in demonstrating that business and the environment can co-exist, and as a result, he has received numerous awards and recognitions, including a position as Co-Chairman of President Clinton's Council on Sustainable Development. In addition to his work with Interface, Mr. Anderson serves on numerous boards and is a sought-after speaker on eco-related issues.

SATURDAY, MARCH 3, 2007

Communicating Effectively with Corporate Leaders, Saturday, March 3, 9:00a-10:30a

How do we communicate effectively with corporate leaders to support sustainability efforts and environmental best practices? This session is designed to teach environmental professionals, citizen activists, business leaders, and government officials skills for improving communication and developing relationships to promote sustainability as a corporate goal. This will be an interactive session, employing innovative techniques designed to enhance communication between non-traditional partners. The session will provide participants a unique opportunity to interact with and present their ideas to corporate executives interested in sustainability.

Margaret Spontak, Assistant Director of the University of Florida's Leadership Development Initiative, will lead the training.

Saturday, March 3 Panels:

Track 1: Green Design

Panel 4:

Healthy Home, Healthy Environment: Greening Affordable Housing Where We Live, Work, and Play

Saturday, March 3, 2007

11:00a-12:30p

The right to a healthy home and a healthy environment are not mutually exclusive. Poor people and people of color are disproportionately impacted by the hazardous industrial chemical emissions associated with the production of common building materials. This panel will explore the goals and special challenges of ensuring that green building standards and practices -- particularly those relating to toxic chemicals used and released during the production, use and disposal of building materials - conform to environmental justice and affordable housing priorities. The panelists represent members of the affordable housing market -- including public housing providers, community development planners, and affordable housing non-profit organizations that can transform the housing market in order to develop health-based selection criteria for use in low-cost housing.

Panelists: Kristin Larsen, UF Department of Urban and Regional Planning
Melissa Jest, Neighborhood Coordinator, Historic Savannah Foundation
Robert Andrys, Architect-Specializing in Green Community Design

Track 2: Green Infrastructure

Panel 4:

Green for Green: Payments for Ecosystem Services

Saturday, March 3, 2007

11:00a-12:30p

One of the most controversial recent innovations in environmental policy is the development of ecosystem services payments programs. These programs take a 180-degree turn from traditional environmental approaches, in which the government dictates to landowners what they can do with their property. In contrast, the premise of ecosystem services payment programs is that the government pays landowners to preserve ecosystem services on their property. This panel will explore ecosystem management payment programs from a number of perspectives. The panel includes experts on valuation of ecosystem services, as well as researchers evaluating the efficacy of such programs that have been implemented in various parts of the world.

Moderator: Mary Jane Angelo, UF Levin College of Law

Panelists: Mark Brown, UF Department of Environmental Engineering Sciences
Matt Cohen, UF School of Forest Resources and Conservation
Brian Steed, Indiana University, Department of Political Science

Track 3: Green Institutions

Panel 4:

No Good Idea Left Behind: Challenges and Opportunities for Incorporating Sustainability into Education

Saturday, March 3, 2007

11:00a-12:30p

From the limitations currently being imposed upon educators by federal and state laws to the innovative strategies being pursued by some educational institutions to the wave of sustainability sweeping through many college campuses, the goal of incorporating sustainability into educational systems is faced with a myriad of both challenges and opportunities. This panel will explore the setbacks and reasons for hope that exist for educational institutions, at both the K-12 and university levels, as they struggle to provide environmental education to their students and make their own facilities more sustainable.

Moderator: Alyson Flourney, UF Levin College of Law

Panelists: Linda Jones, UF College of Education
Dedee DeLongpre, Director, UF Office of Sustainability
Susan Toth, Director of Education, Pine Jog Environmental Education Center

Saturday, March 3 Grand Finale 1:30p-3:30p

The Ethics and Opportunities of Non-traditional Partnerships

Speakers: John H. Hankinson, Jr.
Phyllis Harris, Vice President, Environmental Compliance, Wal-Mart Stores, Inc.

This session will explore the promise and pitfalls of working with groups whose primary mission may not be sustainability or conservation and yet who may be a potential ally in efforts to promote sustainability. The speakers will draw on their expertise from work in the government, and non-profit and private sectors to examine some of the challenges and benefits of considering this type of non-traditional partnership, as well as issues of professional ethics or other legal concerns that such partnerships may raise. Among the questions the session will consider are:

- What are the advantages of seeking out non-traditional allies?
- When are such partnerships most likely to be productive?
- How can you identify likely potential partners who may share a common goal?
- What considerations should lawyers representing an organization keep in mind in exploring such a relationship, including issues of confidentiality, conflicts of interest, and legal requirements such as the Sunshine Law and Federal Advisory Committee Act?