



U.S. Chamber of Commerce Business Civic Leadership Center

**“The National R4 Conference”**  
**Revitalization, Reinvention, Resilience, and Responsibility**  
*For Business Leaders in Environmental Innovation*

**Mandalay Bay • Las Vegas, NV**  
**July 18-20, 2011**

*R4 is for business, government and nonprofit leaders who want to promote environmental innovation, share information and identify ways to work together.*

What does “R4” stand for?

- **Revitalization** - Innovating the way that business is done.
- **Reinvention** – Technology and product solutions.
- **Resilience** – Systems and infrastructure solutions.
- **Responsibility** – Driving community environmental initiatives.

*Environmental innovation is happening in a wide range of industries including building construction, finance, engineering, information and communications technology, manufacturing, consumer products, packaging, chemicals and energy, agriculture and water. Las Vegas is home to the Desert Research Institute and the Southern Nevada water authority, and is a case study on how companies are investing in R&D and on business process design across a wide range of environmentally sensitive issues. If you believe that it is important for businesses and local communities to access national best practices in environmental innovation, please join us and be a part of this conversation.*

**THANK YOU TO OUR SPONSORS:**

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<b><u>Monday, July 18, 2011</u></b>	
3:00 p.m. <i>Breakers Lobby</i>	<b>Registration Opens</b>
4:00 p.m. – 4:15 p.m. <i>Breakers</i>	<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>• <b>Stephen Jordan</b>, Founder and Executive Director, U.S. Chamber Business Civic Leadership Center</li> <li>• <b>Cindy Ortega</b>, SVP Energy &amp; Environmental Services, MGM Resorts International</li> </ul>
4:15 p.m. – 5:30 p.m. <i>Breakers</i>	<p><b>Opening Plenary Session: Businesses, Communities, and the Environment</b></p> <p><i>This panel sets the stage for the conference and presents ideas on how the environment plays an important role in business, successful communities, and 21<sup>st</sup> century economy. The panel will look at the overarching themes of the conference and will frame the discussion for the next two days:</i></p> <p><i>Revitalization – Innovating the Way that Business Is Done</i>  <i>Reinvention – Technologies and Products</i>  <i>Resilience – Systems and Infrastructure Solutions</i>  <i>Responsibility – Driving Community Environmental Initiatives</i></p> <ul style="list-style-type: none"> <li>• <b>David Bartlett</b>, Vice President, Industry Solutions, IBM</li> <li>• <b>Gary Niekerk</b>, Director, Global Citizenship, Intel</li> <li>• <b>Lynnette McIntire</b>, Director of Global Reputation and Management Sustainability, UPS</li> <li>• <b>Jose Lima</b>, Vice President of LNG, Gas Monetization and Wind Energy, Shell America</li> </ul> <p>Moderator: <b>Stephen Jordan</b>, Founder and Executive Director, U.S. Chamber Business Civic Leadership Center</p>
5:30 p.m. – 7:00 p.m. <i>Breakers</i>	<b>BCLC Mapping Project Presentation and Networking Reception</b>

<b><u>Tuesday, July 19, 2011</u></b>	
7:30 a.m. – 8:45 a.m. <i>Breakers Lobby</i>	<b>Registration Opens</b>
7:30 a.m. – 8:30 a.m. <i>Breakers</i>	<b>Breakfast</b>
8:30 a.m. – 9:00 a.m. <i>Breakers</i>	<p><b>Reinvention Presentation: Packaging Innovation</b></p> <p><b>Gavin McIntyre</b>, Ecovative Design</p> <p><i>Ecovative was founded in 2007 by Eben Bayer and Gavin McIntyre. They started the company with nothing but a good idea to revolutionize the way materials are made. Their invention creates a whole new paradigm where composite materials are literally grown, harnessing the incredible efficiency of nature.</i></p>
9:00 a.m. – 10:15 a.m. <i>Breakers</i>	<p><b>Plenary Session: Revitalization - Innovating the Way that Business Is Done</b></p> <p><i>Leading corporate sustainability practitioners will walk us through their energy, waste, and resource strategy innovations, from research and development through end of use. These are strategies that help the bottom line and reduce impact on the environment.</i></p> <ul style="list-style-type: none"> <li>• <b>Rob Currie</b>, Director, Environmental Engineering and Product Stewardship, Baxter Healthcare Corporation</li> <li>• <b>Bruce Klafter</b>, Managing Director, Corporate Responsibility and Sustainability, Applied Materials</li> <li>• <b>Gwen Migita</b>, Corporate Director, Sustainability and Community Engagement, Caesars Entertainment</li> </ul> <p>Moderator: <b>Stephen Eule</b>, Managing Director and Vice President, Climate &amp; Technology, Institute for 21<sup>st</sup> Century Energy, U.S. Chamber of Commerce</p>



<p>Surf C</p>	<p><b>C. HOW DO WE EMPOWER THE SPREAD OF NATIONAL BEST PRACTICES?</b> <i>Linking the work of economic development, local chambers, and green technology.</i></p> <ul style="list-style-type: none"> <li>• <b>Joe Unterreiner</b>, Executive Director, Kalispell, Montana, Chamber of Commerce</li> <li>• <b>Craig Wilkins</b>, EVP, Zinc Air, Inc.</li> <li>• <b>Dick Fleming</b>, President &amp; CEO, St. Louis Regional Chamber and Growth Association and Board President, Climate Prosperity</li> <li>• <b>Chris Carmody</b>, Executive Director, Institute for Sustainable Development/Green Plus</li> </ul> <p>Moderator: <b>Stephen Jordan</b>, Founder and Executive Director, U.S. Chamber Business Civic Leadership Center</p>
<p>12:00 p.m. – 1:30 p.m. <i>Breakers</i></p>	<p><b>Keynote Lunch: Renewable Energy Visions</b></p> <p><b>Jigar Shah, Founder, SunEdison</b></p> <p><i>A renowned visionary committed to renewable energy, Jigar Shah launched SunEdison and pioneered the solar power services agreement (SPSA) model, which has turned solar services into a multi-billion dollar industry. SunEdison now has more solar energy systems and megawatts under management than any other company.</i></p> <p><i>Shah is currently the CEO of Carbon War Room, dedicated to harnessing the power of entrepreneurs to implement market-driven solutions to climate change.</i></p>

<p>1:30 p.m. – 2:45 p.m. <i>Breakers</i></p>	<p><b>Plenary Session: Ratings, Rankings, and Indexes</b></p> <p><i>Third-party validation is important for companies to receive recognition for the work they are doing. How can businesses navigate the abundance of players that rate, rank, and index companies on sustainability and corporate social responsibility criteria - from financial institutions to business news rankings.</i></p> <ul style="list-style-type: none"> <li>• <b>John Davies</b>, Vice President, GreenBiz Intelligence</li> <li>• <b>Daniel Kreeger</b>, Executive Director, Association of Climate Change Officers</li> <li>• <b>Mike Wallace</b>, Director of Sustainability Reporting Framework, Global Reporting Initiative</li> <li>• <b>Jay Bruns</b>, Vice President, Public Policy, The Hartford</li> </ul> <p>Moderator: <b>Richard Crespin</b>, Executive Director, Corporate Responsibility Officers Association and Advisor to <i>Corporate Responsibility Magazine's</i> '100 Best Corporate Citizen's' list</p>
<p>2:45 p.m. – 3:00 p.m.</p>	<p><b>Break</b></p>
<p>3:00 p.m. – 4:15 p.m. <i>Breakers</i></p>	<p><b>Plenary Session: Resilience and Public-Private Partnerships</b></p> <p><i>Various government platforms enable successful corporate sustainability strategies. How can companies work with government to integrate programs? Public sector innovators will present their various programs and advice how the private sector can partner:</i></p> <p>Introductions: <b>Stephen Jordan</b>, Founder and Executive Director, U.S. Chamber Business Civic Leadership Center</p> <p>U.S. Environmental Protection Agency - EnergyStar</p> <ul style="list-style-type: none"> <li>• <b>Kathy Diehl</b>, EnergyStar, Environmental Protection Agency</li> </ul> <p>U.S. Department of Commerce - NOAA</p> <ul style="list-style-type: none"> <li>• <b>Kris Sarri</b>, Deputy Director of Policy and Strategic Planning, Department of Commerce</li> </ul>

	<p>U.S. Environmental Protection Agency</p> <ul style="list-style-type: none"> <li>• <b>Matt Clouse</b>, Acting Chief, Energy Supply &amp; Industry Branch, Climate Protection Partnerships Division</li> </ul> <p>ICLEI: Local Governments for Sustainability</p> <ul style="list-style-type: none"> <li>• <b>Michael Schmitz</b>, Interim Executive Director of ICLEI</li> </ul>
4:15 p.m. – 5:00 p.m.	<b>Break</b>
5:00 p.m. – 7:00 p.m. <i>Palm Foyer</i>	<p><b>Sneak Peek of the Climate Protection Leadership Awards Program and Networking Reception</b></p> <p><i>The Climate Registry, the Pew Center on Global Climate Change and the Association of Climate Change Officers have partnered to create a new national awards program with the U.S. Environmental Protection Agency (EPA) to recognize exemplary corporate, organizational and individual leadership in response to climate change. This important awards program will recognize sustained excellence in GHG reporting and management, supply chain leadership, organizational leadership and individual leadership.</i></p>
<b>Wednesday, July 20</b>	<b>Water Supply/Conservation/Sustainability A Forum of the “Invest in Water” Series</b>
8:30 a.m. – 9:00 a.m. <i>Breakers</i>	<p><b>Networking Continental Breakfast &amp; Welcoming Remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Pat Mulroy</b>, General Manager, Southern Nevada Water Authority</li> <li>• <b>Ross Eisenberg</b>, Environment &amp; Energy Counsel, U.S. Chamber of Commerce</li> </ul>

<p>9:00 a.m. – 10:15 a.m. <i>Breakers</i></p>	<p><b>Plenary Session: Water Supply/Conservation/Sustainability Challenges – Las Vegas and Beyond</b></p> <ul style="list-style-type: none"> <li>• <b>Peter DeMarco</b>, Director of Special Programs, International Association of Plumbing and Mechanical Officials</li> <li>• <b>Pat Mulroy</b>, General Manager, Southern Nevada Water Authority</li> <li>• <b>Terry Surles</b>, Executive Vice President for Research, DRI</li> <li>• <b>Deven Upadhyay</b>, Manager, Water Resource Management Group, Metropolitan Water District of Southern California</li> </ul> <p>Moderator: <b>Ross Eisenberg</b>, Counsel &amp; Committee Executive, Environment Policy, U.S. Chamber of Commerce</p>
<p>10:15 a.m. – 10:30 a.m.</p>	<p><b>Break</b></p>
<p>10:30 a.m. – 11:45 a.m. <i>Breakers</i></p>	<p><b>Plenary Session: Exploring &amp; Enacting Solutions</b></p> <ul style="list-style-type: none"> <li>• <b>Dain M. Hansen</b>, Director, Government Relations, International Association of Plumbing and Mechanical Officials</li> <li>• <b>Pat Mulroy</b>, General Manager, Southern Nevada Water Authority</li> <li>• <b>Tom Skancke</b>, Founder, President, CEO, The Skancke Company</li> <li>• <b>Deven Upadhyay</b>, Manager, Water Resource Management Group, Metropolitan Water District of Southern California</li> </ul> <p>Moderator: <b>Stephen Jordan</b>, Founder and Executive Director, U.S. Chamber Business Civic Leadership Center</p>
<p>11:45 a.m. – 12:00 p.m. <i>Breakers</i></p>	<p><b>Next Steps</b></p> <ul style="list-style-type: none"> <li>• <b>Stephen Jordan</b>, Founder and Executive Director, U.S. Chamber Business Civic Leadership Center</li> </ul>
<p>12:00 p.m.</p>	<p><b>Close</b></p>



