



Honoring Green Heroes

HONORING GREEN HEROES | 03.25.11



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sustainability



stewardship



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DEAR CONFERENCE ATTENDEES:

As with all organizations, it takes money to exist and IGIHOF is no different. IGIHOF does not receive grants or government-sponsored donations and relies on the generosity of corporations and individuals in the Green Industry. Please consider joining IGIHOF and help us continue the valuable work of recognizing the pioneers, leaders, innovators and those responsible for industry best practices.

We purposely have donation levels to fit every commitment level and budget. Thank you in advance for giving IGIHOF your consideration. Your donation is greatly appreciated. Please see our website for more details: www.gogreenhall.org

Donations of materials, historic items, and literature will be valued and applied towards sponsorship.

Lifetime Sponsor - \$10,000 (*One time, non-corporate, non-transferrable*)

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*Congratulations to the 2011
inductees to the
International Green
Industry Hall of Fame*



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Welcome Letter

DEAR PARTICIPANTS:

It is with great pleasure that we welcome you to UC Merced and the Inaugural 2011 International Green Industry Hall of Fame Induction Ceremony and Conference.

The primary mission of IGIHOF is to recognize individuals and organizations for outstanding achievements in the Green Industry.

The highlight of our event is the induction ceremony designed to share stories of pioneers, innovators and achievements from around the globe. We are excited to present a full day of recognition, networking and learning as we honor thirty-two nominees and six inductees.

Education is an important element of IGIHOF. We are pleased to welcome a significant number of students from various California high schools, colleges and universities. We are pleased to be able to hold a conference where students can attend and be inspired by the very best, because they are the future leaders and innovators of the Green Industry.

The day will include a light breakfast, networking sessions, induction ceremony, keynote speakers, lunch, campus tours and a very special VIP reception and dinner, highlighted by a keynote speaker, auction, and live music. In addition, we will be videotaping our event and streaming live over the Internet.

We gather here because we all share a common interest in the celebration of excellence in the Green Industry and a concern for the ecological environment. We are living in very exciting and challenging times and many would say a time of great change. We face a number of environmental and economic challenges around the world and with your help we will overcome and prosper responsibly.

I would like to thank the past and present IGIHOF Board of Directors, the event volunteers, the community of Merced, California, and especially UC Merced for allowing us the opportunity to share their beautiful campus. Without the collaboration and cooperation of all those mentioned, this event would not be possible.

We hope you enjoy your day and leave with a renewed sense of hope and encouragement that our future is bright and our environment is in good hands.

Thank you and live Green!

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Chairman, Board of Directors

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Keynote Speakers



ROD DIRIDON, SR.
Executive Director
Mineta Transportation Institute

Since 1995, Rod Diridon, Sr., has been the executive director of the Mineta Transportation Institute (MTI), a transportation policy research center created in 1991 by Congress. He is known as the “father” of modern transit service in Silicon Valley and has chaired more than 100 international, national, state and local programs, most related to transit and the environment. He frequently provides legislative testimony on sustainable transportation issues.

Mr. Diridon was appointed in 2001 and 2006 by Governors Davis and Schwarzenegger, respectively, to the California High Speed Rail Authority Board of which he is chair emeritus. He helped found and is chair emeritus of the American Public Transportation Association’s (APTA) High Speed and Intercity Rail Committee and National High Speed Rail Corridors’ Coalition. He served as president of the national Council of University Transportation Centers.

In 1992, he served as the chair of APTA in Washington, D.C. and for a decade as North American vice chair of the International Association of Public Transport (UITP) in Brussels. In 1976, he chaired the state’s first successful half-cent sales tax for transit and subsequently chaired a state-wide and five successful regional transportation financing and bond elections.

In 1996 he founded and chaired the Transportation Research Board’s study panel, “Combating Global Warming through Sustainable Transportation Policy.” He advised the Federal Transit Administration and in 1995 chaired the National Research Council’s Transportation Research Board’s Transit Oversight and Project Selection Committee. He has provided keynotes, especially for high speed rail and sustainability, in more than 50 U.S. cities and for a dozen international conferences, and he has published numerous related articles. He has driven electric cars since 1996 and his home’s photovoltaic array is a net contributor to the grid.



THOMAS E. LOLLINI, FAIA, LEED AP
Campus Architect
Associate Vice Chancellor Physical Planning, Design & Construction
University of California, Merced

Tom is responsible for the planning, design and development of all campus facilities at the University of California’s first new campus in 40 years. Sustainable design and operations have been a hallmark of UC Merced from the initial stages of planning, when LEED Silver Minimum certification for all buildings was set as a policy. The 2009 Long Range Development Plan (LRDP) has received the California Governor’s Environmental and Economic Leadership Award for Comprehensive Land Use Planning, the Association of Environmental Professionals 2010 Award for an Outstanding Planning Document, and the American Institute of Architects California Council Merit Award for Urban Design.

UC Merced’s LRDP establishes LEED Gold certification as a minimum for all buildings, and a Triple Zero Commitment to achieving Zero Net Energy, Zero Waste to Landfill, and Zero Carbon Emissions by 2020, when the campus is expected to reach 10,000 students. Campus facilities are using 50% less energy than comparable benchmarks, and the campus presently meets 60% of its peak power loads, and 20% of its overall energy needs through a 1MW on-site solar array. The campus is using 40% less water than comparable facilities.

Prior to UC Merced, Tom led physical and environmental planning at UC Berkeley for ten years. While at UC Berkeley, Tom served as visiting faculty for planning and design studios at UC Berkeley’s College of Environmental Design, including the Tianjin Studio, which developed transit-oriented development guidelines and sustainable planning principles for China’s third largest city.

Speakers and Participants



DONALD SIMON

Attorney

Partner, Wendel, Rosen, Black & Dean, LLP

Donald is a national leader and speaker for the green economy and has devoted himself to creating the framework necessary for incenting business to become the engine of environmental sustainability.

He co-founded the two organizations that have made California the global green building leader, the U.S. Green Building Council's Northern California Chapter and Build It Green. He is general counsel to both organizations, as well as the California Solar Energy Industry Association and Efficiency First. Donald also hosts West Coast Green, the leading conference and trade show for green innovation. On the international level, he teamed with the City of San Francisco in 2005 to organize and host the United Nations' largest international conference of local government leaders to address urban environmental sustainability issues.

Active in environmental issues for many years, Donald previously worked for Environmental Defense Fund to develop the first international framework for cross-border air pollution offsets.



BOB HILTON - Master of Ceremony

Master of Ceremony, Bob Hilton, is no stranger to the concept of "Going Green." Although recognized for his body of work in the broadcasting industry as a television news anchor, talk show host, commercial spokesman and the voice or host of many nationally televised game shows (Let's Make a Deal, Pyramid, Win-Lose-or-Draw, Newlywed Game, The Price is Right, Truth or Consequences and many others), Bob and his wife Joni were thinking green more than 12 years ago. That's when they

developed an environmentally safe cleaner, Holy Cow, which they took to market to rave reviews and achieved nationwide distribution. They sold the company two years ago and are now in development on more green based ideas. Bob is also involved in that "other" green field, financials, associating himself with New York Life.



SUSAN FRANK - Event Correspondent

Susan joined The Better World Group - a firm recognized for its background and expertise in policy and communications strategy - in January 2008 as executive vice president and is based in the company's Silicon Valley office in Mountain View, California. She is known statewide for her expertise in public policy development, coalition management, and nonprofit lobbying/advocacy having served as CEO and in several senior-level roles in nonprofit organizations over the last 20 years. From 1999

to 2007, Susan served in a variety of roles for the Bay Area-based Steven and Michele Kirsch Foundation including as president and CEO and vice president, public policy. Prior to joining the Kirsch Foundation, Susan served eight years as president and CEO of the Palo Alto Chamber of Commerce.



STEVE HAWORTH - Auctioneer

With over 13 years of experience as the principal of Charity Auction Fundraising, LLC, Steve Haworth has been successfully helping nonprofits, endowments and schools raise money to maintain their current levels of service or to expand their reach to those in need. Steve is not only the consummate professional auctioneer, able to conduct high energy (and high revenue) live auctions, but he also provides a unique service in his role as a consultant, understanding and assisting charitable

organizations in all business aspects of their "gala" events. In the past twelve months, Mr. Haworth has conducted live auctions for over sixty organizations, attended by over 20,000 high net worth donors at events held at major venues throughout the Bay Area and beyond. In the process he helped these groups raise over \$14 million. Notable events at which Mr. Haworth displayed his unique talents include the 2010 GRAMMY MusiCares Person of the Year Awards honoring Neil Young, the 2010 Tug McGraw Foundation "Tim McGraw and Friends" gala-concert and the Justin Timberlake Shriners Hospital for Children Open.

Event Program

- 9:00 AM** Registration | Exhibits Open | Continental Breakfast (GYM)
- 11:00 AM** Bob Hilton - Welcome (AUDITORIUM)
Introduction of Sam Geil, President & Founder of the International Green Industry Hall of Fame
- 11:10 AM** Tom Lollini - *"Building the 21st Century Campus"*
- 11:30 AM** Rod Diridon - *"Transportation & High-Speed Rail in California, an Insider's Perspective"*
- 12:10 PM** Presentation of Finalists
- 12:20 PM** Induction Ceremony
- 1:00 PM** Conclusion of Ceremony and Return to GYM for Buffet Lunch and Exhibits
- 1:15 PM** Barbara Rodiek, Central Valley Business Incubator presents CVBI Magazine
- 2:00 PM** Tours Begin
- 4:00 PM** Conference Concludes
- 5:00 PM** VIP Reception - DeAngelo's Restaurant
- 6:00 PM** Dinner
- 6:30 PM** Donald Simon - *"California: America's Competitive Edge in the New Energy Economy"*
- 7:00 PM** Steve Haworth - Live and Silent Auction



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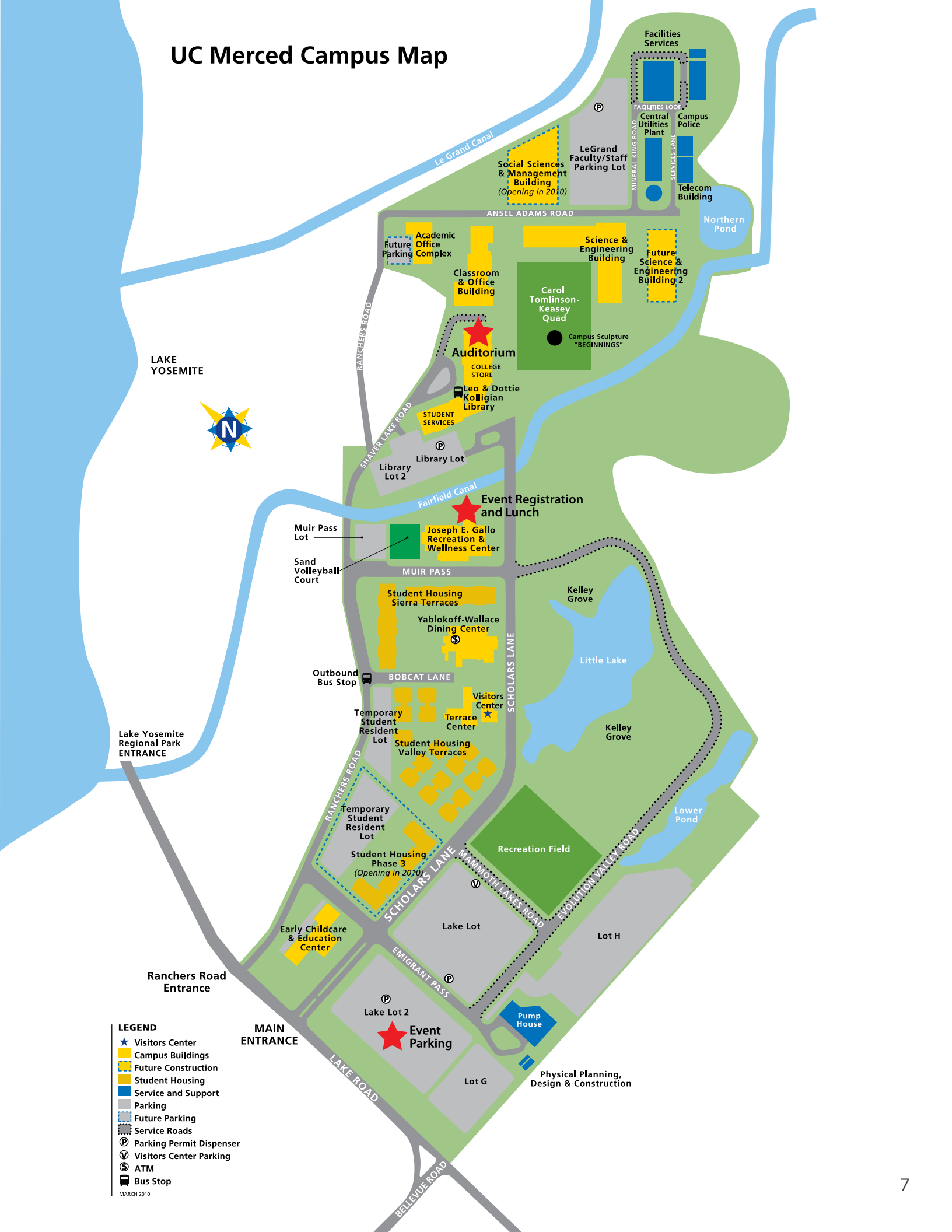


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UC Merced Campus Map



LAKE YOSEMITE



Lake Yosemite Regional Park ENTRANCE

Ranchers Road Entrance

MAIN ENTRANCE

LEGEND

- ★ Visitors Center
- Campus Buildings
- Future Construction
- Student Housing
- Service and Support
- Parking
- Future Parking
- Service Roads
- Ⓟ Parking Permit Dispenser
- Ⓡ Visitors Center Parking
- Ⓜ ATM
- 🚌 Bus Stop

MARCH 2010

WHAT DOES IT MEAN TO BE *Green?*



Since its inception in 2007, the International Green Industry Hall of Fame has acknowledged those who have dedicated their lives to improving the quality of life worldwide by reducing their carbon footprint. By celebrating their green achievements, IGIHOF inspires business owners and individuals across the globe to make a positive change for the environment.

IGIHOF's Inaugural Hall of Fame finalists have paved the way for sustainability in business development. They've promoted everyday energy-efficient practices in innovative ways that will forever change the way people do business, both locally and globally. Not only have they helped repair our damaged eco-system, they've restored faith in humanity. And that triumph is truly worth celebrating.

IGIHOF and all of its sponsors wish to thank everyone involved for being a part of the international green movement, and for choosing to make a difference every day. All of these green actions have inspired the lives of not just those next door, but individuals across the globe. Together, IGIHOF's members and future nominees will educate and inspire the next generation of green pioneers and innovators — and will continue to change the world in truly remarkable ways.



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Ray Anderson

LIFETIME ACHIEVEMENT AWARD RECIPIENT

Ray Anderson is founder and chairman of Interface, Inc., the world's largest manufacturer of modular carpet for commercial and residential applications, and a leading producer of commercial broadloom and commercial fabrics. He is known in environmental circles for his advanced and progressive stance on industrial ecology and sustainability. Since 1995, he has reduced Interface's waste by a third, and plans to make the company sustainable by 2020.

He defines sustainability as "taking nothing from the earth that is not rapidly and naturally renewable, and doing no harm to the biosphere."

For instance, under his leadership, Interface seeks to reduce and then eliminate petroleum from its manufacturing processes. He is pioneering recycling efforts with nylon and polyester which is recyclable, leading to more closed loop technologies for the future.

Anderson is featured in the documentaries "The Corporation" and "The 11th Hour," as well as an interview in "The Day After Peace" in an episode of David Suzuki's television series "The Nature of Things (Biomimicry Parts 1 and 2);" and in the episode of the Ethical Markets TV Series "Redefining Success."

Ray Anderson is the author of "Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model." Inspired by Daniel Quinn's novel "Ishmael," Paul Hawken's "The Ecology of Commerce" and many others, Ray Anderson has successfully composed a piece that covers his personal journey toward sustainability in his work. His 2009 book is "Confessions of a Radical Industrialist: Profits, People, Purpose: Doing Business by Respecting the Earth."



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Finalists

American Council on Renewable Energy (ACORE)

ACORE is an organization of member companies and institutions that are dedicated to moving renewable energy into the mainstream of America's economy — ensuring the renewable energy industry's success while helping to build a sustainable and independent energy future for the nation.

City of Fresno Recycling Program

The mission of the City of Fresno Solid Waste Management Division is to ensure the preservation of the community's environment. In doing so, the City of Fresno has annually increased their diversion rate and spearheaded the effort to meet existing and future goals including a zero waste goal by 2025.

ClearSky Climate Solutions

ClearSky Climate Solutions designs and develops projects that work to reduce greenhouse gas emissions. This includes significant work in Central and South America that involve working with local populations and native tree species.

Coto Consulting, Inc.

Coto Consulting, Inc. began in 2009 as a woman-owned, small business enterprise to provide environmental consulting services to private and public sector clients throughout the United States.

Driptech

Driptech's mission is to alleviate poverty by creating extremely affordable, water-efficient irrigation solutions for small plot farmers in developing nations. Driptech is getting ready to tackle one of the world's biggest resource management problems by helping one poor farmer at a time.

Duke Smart Home Program

The Duke Smart Home Program is a residential dorm and research laboratory that acts as a living laboratory for both undergraduates and graduates who are focused on sustainable research. Using a cross-disciplinary approach, the home allows for students to design, create, and implement sustainable answers to our current world.

Eco Promotions Products, Inc.

Eco Promotional Products, Inc. (EPP) is dedicated to supplying a breadth of environmentally responsible merchandise to businesses and individuals interested in sustainability and respecting our natural resources.

Glen Roberts

Glen Roberts is the U.S. Commercial Service Export Assistance Center Director in Bakersfield, California. The Bakersfield Export Assistance Center is part of a global network and operates under the umbrella of the International Trade Administration; U.S. Department of Commerce. He provides export assistance to any company wishing to expand their products and services globally.

Green Apple Horse Network

The Green Apple Horse Network has dedicated itself to bringing cutting-edge news and information to the equine industry with the goal of transforming current equine practices into a more sustainable, environmentally-friendly industry.



Finalists

Green2Gold

Green2Gold's mission is to develop, protect, mentor and rapidly commercialize new energy and environmental technologies, sustainable enterprises, products and services. This environmental incubator continually searches for new ideas and methods to transform the current and future needs of the world.

Grundfos

Grundfos, an industrial water pump supplier, has made it a priority to combat the climate challenge and become a solution. Grundfos' strategy includes a strong focus toward innovation and product development.

Josh Dorfman (*a.k.a. The Lazy Environmentalist*)

A noted blogger and multimedia guru, Josh Dorfman's blog provides green solutions to businesses, organizations and individuals through the utilization of various forms of media all while using a witty and often hilarious speaking method.

Nila Environmental Lighting

Nila provides TV and film lighting in an environmentally sustainable way. By using LED lights that require less electricity and are 100% sustainable, Nila offers a solution to a problem that is often overlooked by others.

Philanthropy By Design

Philanthropy By Design (PBD) is an award-winning 501(c)3 organization of design industry professionals who volunteer their talents to renovate the interior environments of community service organizations. PBD's pro bono work benefits thousands of underserved Bay Area residents.

Roz Savage — Ocean Rower

Roz Savage is a world-renowned rower and environmental activist. Savage became the first solo woman ever to compete in the 3,000-mile Atlantic race, and the sixth solo woman to row across an ocean. Roz is also a United Nations Climate Hero.

Runka.com

Runka's goal is to provide one-stop shopping for all environmentally friendly products. Runka is doing their best to become a source for anything that promotes a healthier environment and a better way of life.

Tom and Carol Braford

Tom and Carol have been advocates for "Cohousing," a style of living that involves private home ownership centered on a shared space. Their housing project increased relationships between others while also lessening dependence on resources.

United States Green Building Council (USGBC)

The U.S. Green Building Council is a nonprofit organization committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building certification program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, and advocacy in support of public policy that encourages and enables green buildings and communities.

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- A-MAZ Cleaning Products
- Tom & Carol Braford
- Buckeye Chemical
- California Forward
- Central Valley Business Incubator -WET
- City of Fresno Recycling Program
- Coto Consulting
- Dinyari, Inc.
- Green Apple Horse Network
- Green2Gold
- Grundfos
- Janitorial Inc.
- NI LA Environment Lighting
- Philanthropy by Design
- Real Goods Solar
- Resources for Community Development
- Glen Roberts
- Runka.com
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- US Green Building Council
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