

THANK YOU TO OUR SPONSORS:



SUMMIT AGENDA

August 1, 2011
 Opening Night at the Gerding Theater at the Armory
 Main Auditorium
 Evening with Sports Leaders

5 - 6:45 p.m. NETWORKING + OPENING RECEPTION

6:45 p.m. INTRODUCTION
Scott Jenkins | Vice President, Ballpark Operations, Seattle Mariners
Martin Tull | Executive Director, Green Sports Alliance


OPENING REMARKS
Sam Adams | Mayor, Portland, Oregon
Larry Miller | President, Portland Trail Blazers
Kevin Johnson | Mayor, Sacramento, California + Three-Time NBA All-Star
Lisa Jackson | Administrator, EPA (video)

7:25 - 8:15 p.m. KEYNOTE PANEL
Moderator: Allen Hershkowitz | Sr. Scientist, Natural Resources Defense Council
Sarah Mensah | COO, Portland Trail Blazers
Dave Krichavsky | Director of Community Affairs, NFL
Joe Abernathy | Vice President, Stadium Operations, St. Louis Cardinals
Sarah Severn | Stakeholder Mobilization Director, Sustainable Business and Innovation, Nike

8:15 - 8:30 p.m. CLOSING REMARKS

August 2, 2011
World Trade Center
Main Auditorium (Bridge Level Three)

7 - 8 a.m. REGISTRATION & BREAKFAST

8 - 9 a.m. ENVIRONMENTAL PERFORMANCE: Innovations in Facility Operations
Sponsored by 
Introduction by Jennifer Regan | Global Sustainability Director, AEG
Moderator: Scott Jenkins | Vice President, Ballpark Operations, Seattle Mariners
Mike Wooley, LEED AP | Partner, Venue Solutions Group LLC
Gary Glawe | Director, Ballpark Operations at Minnesota Twins
Jennifer Regan | Global Sustainability Director, AEG

9:05 - 10 a.m. LEAGUE INITIATIVES + GREENING THE JEWEL EVENTS
Moderator: Allen Hershkowitz | Senior Scientist, Natural Resources Defense Council
Jack Groh | Director, Environmental Program, NFL
Tom Carpenter | Director, Sustainability Services, Waste Management
Ian Jaquiss | Director of Community Programs, Portland Trail Blazers
Ann Duffy | President, The Ann Duffy Group | Former Sustainability Officer,
The Vancouver 2010 Olympic and Paralympic Winter

10 - 10:30 a.m. BREAK


10:30 a.m. - Noon ENVIRONMENTAL SPONSORSHIPS AND PARTNERSHIPS FOR FAN ACTIVATIONS
Sponsored by 
Introduction by Peter Murchie | Associate Award Official, EPA
Moderator: Ann Duffy | President, The Ann Duffy Group | Former Sustainability Officer,
The Vancouver 2010 Olympic and Paralympic Winter
Mary Anne Biddiscombe | Director of Customer Solutions and Marketing,
Coca-Cola Recycling, LLC
Jennifer Carlson | Director of Sponsorship Sales, Seattle Storm
Sara Conte | Director of Corporate Development, Greenstar Recycling

Noon - 1:30 p.m. LUNCH + EXHIBITOR REVIEW

1:30 - 2:15 p.m. REPORTING + MEASUREMENT: Tools and Success Stories
Sponsored by 
Introduction by Sara Conte | Director of Corporate Development, Greenstar Recycling
Moderator: Ann Duffy | President, The Ann Duffy Group | Former Sustainability Officer,
The Vancouver 2010 Olympic and Paralympic Winter
Joe Abernathy | Vice President, Stadium Operations, St. Louis Cardinals
Patrick Nye | Sales Director, Green Building Services
Jennifer Regan | Global Sustainability Director, AEG

2:15 - 3 p.m. SOLAR + SPORTS VENUES: Lessons From the Field
Sponsored by 
Introduction by Bill Sproull | Vice President Strategic Accounts, Solyndra
Moderator: Margie Gardner | CEO, Bonneville Environmental Foundation
Darryl Benge | Assistant General Manager, First & Goal, Inc.
Craig Collins | Program Manager, Bonneville Environmental Foundation
Michael Stember | Managing Director, Pacific Edison

3 - 3:30 p.m. BREAK

3:30 - 4:15 p.m. LEED CERTIFICATION: Trail Blazers and Twins Case Studies
Sponsored by 
Introduction by Chris DeVolder | Sustainability Director, 360 Architects
Moderator: Alan Scott | FAIA, LEED AP BD+C, O+M | Principal, GBS
Justin Zeulner | Director of Sustainability and Planning,
Rose Quarter/ Portland Trail Blazers
John McEvoy | Manager, Ballpark Operations at Minnesota Twins

4:15 - 5 p.m. WORKING WITH CONCESSIONAIRES + OPERATING PARTNERS
Sponsored by 
Introduction by Buzz Chandler | President Asean Corporation (Stalk Market)
Moderator: Matt Bogoshian | Senior Policy Counsel, U.S. EPA
Andrew Shipe | Vice President, Culinary and Marketing,
Aramark Sports and Entertainment
James Jedibudiah | Corporate Sustainability Coordinator, Ovations Food Services
Stephen Banchemo | General Manager, Cedar Grove
Keith Schneringer | Marketing Manager, Waxie Sanitary Supply

5 - 6:30 p.m. NETWORKING RECEPTION + EXHIBITOR REVIEW


August 3, 2011
World Trade Center
Main Auditorium (Bridge Level Three)

7 - 8 a.m. REGISTRATION + BREAKFAST

8 - 9 a.m. SPORTS + THE SUPPLY CHAIN: Four Perspectives from the Industry
Moderator: Darby Hoover | Senior Resource Specialist, NRDC
Scott James | Founder, Fair Trade Sports
Stephen Ashkin | President, The Ashkin Group, LLC
Sharla Settlemier | Sr. Director of Sustainable Sourcing & Manufacturing, Nike

9 - 10 a.m. TELLING THE ENVIRONMENTAL STORY: Lessons for Success
Moderator: Steve Scott | Senior Manager of Corporate Partnerships,
Portland Trail Blazers
Joe Khirallah | CEO, Green Bear Group
Steve Kokes | President & Strategic Director, Coates Kokes
Haley Drage | Account Director, Sustainability, Waggener Edstrom

10 - 10:30 a.m. BREAK

10:30 a.m. - Noon COMMUNITY ENGAGEMENT + FANS GO GREEN
Sponsored by 
Introduction by Logan Gerken | Associate, Populous
Moderator: Jill Savery | Sustainability and Sport Consulting
Traci Rose | VP of Communications & Community Relations, Portland Trail Blazers
Scott Martin | Vice President, National Sales and Business Development,
Green Mountain Energy™ Solutions
Stephanie Owens | Deputy Associate Administrator, EPA
Susan Hunt Stevens | CEO, Practically Green

Noon - 1 p.m. LUNCH + EXHIBITOR REVIEW

1:30 - 2:30 p.m. TOUR OF THE ROSE GARDEN