



Green Energy Summit

Day One – Wednesday, March 9, 2011, Green Business Day

7:00 a.m. – 4:30 p.m. Registration open in east lobby – Frontier Airlines Center, Milwaukee

TIME	EVENT	LOCATION
7:30 a.m. – 8:00 a.m.	Green Business Continental Breakfast	Ballroom CD
8:00 a.m. – 9:30 a.m.	PLENARY SESSION A / Welcome to the 8th Annual Green Energy Summit! Co-Chairs: Michael Lovell , Interim Chancellor and Dean, College of Engineering, University of Wisconsin (UW)-Milwaukee; and George Stone , Milwaukee Area Technical College (MATC)	Ballroom CD
8:00 a.m. – 8:05 a.m.	George T. Stone , Green Energy Summit Chair: <i>Introductions</i> Michael L. Burke , President, MATC: <i>Welcome from MATC</i>	
8:05 a.m. – 8:10 a.m.	Daniel Clancy , President, Wisconsin Technical College System: <i>Welcome from WTCS</i>	
8:10 a.m. – 8:15 a.m.	Kevin Reilly , President, University of Wisconsin System: <i>Welcome from UW System</i>	
8:15 a.m. – 8:25 a.m.	Tom Barrett , Mayor, City of Milwaukee: <i>Welcome from the City of Milwaukee</i>	
8:25 a.m. – 8:35 a.m.	Paul Jadin , Wisconsin Secretary of Commerce: <i>Welcome from the State of Wisconsin</i>	
8:35 a.m. – 9:00 a.m.	Alan Perlstein , Vice President and General Manager, DRS Technologies Corporation: <i>Wisconsin Energy Research Consortium: Academic-Industrial Partnership for Next Generation Energy</i>	
9:00 a.m. – 9:25 a.m.	Dean Amhaus , Executive Director, Milwaukee Water Council: <i>We Have Water Businesses – Growing Milwaukee’s World Water Hub</i>	
9:25 a.m. – 9:30 a.m.	<i>Audience Q&A</i>	
9:30 a.m. – 10:15 a.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
9:30 a.m. – 10:15 a.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
10:15 a.m. – 11:45 a.m.	PLENARY SESSION B / The Bold Green Recovery Co-Chairs: Bruce Bessert , Director, Center for Environmental Stewardship, Concordia University Wisconsin and Ellen Censky , Senior Vice President and Academic Dean, Milwaukee Public Museum	Ballroom CD
10:15 a.m. – 10:35 a.m.	Tom Still , President, Wisconsin Technology Council: <i>How Green and Bold will Drive Wisconsin’s Economic Future</i>	
10:35 a.m. – 11:00 a.m.	Tom Eggert , Executive Director, Wisconsin Sustainable Business Council: <i>The Business Case for Sustainability</i>	
11:00 a.m. – 11:45 a.m.	Andrew Winston , author of <i>Green to Gold</i> and <i>Green Recovery: The Greening of Business: Why It’s not Optional, and How Companies Profit from It</i>	

For complete information on the Green Energy Summit, including more details on presentations and presenters, please visit www.greenenergysummit.us.

Check under the [Summit Agenda](#) navigation button and click ► [Program Schedule](#).
Click with your mouse on a session on the [Schedule.pdf](#) for further information.

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7:00 a.m. – 4:30 p.m. Registration open in east lobby – Frontier Airlines Center, Milwaukee

TIME	EVENT	LOCATION
11:45 a.m. – 12:15 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
11:45 a.m. – 12:15 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
12:15 p.m. – 1:45 p.m.	LUNCHEON / Buffet box lunches; PLENARY SESSION C / Corporate Sustainability Co-Chairs: Jeremy Lemieux , Climate Savers lead, Diversey, Inc. and Michael Kuehnl , Manager, Student Employment Services, MATC	Ballroom CD
12:15 p.m. – 12:45 p.m.	Victoria Mills , Managing Director, Corporate Partnerships Program, Environmental Defense Fund: <i>Climate Corp and the Business Case of Efficiency</i>	
12:45 p.m. – 1:45 p.m.	John Matthews , Senior Vice President of Corporate Affairs and Chief Sustainability Officer, Diversey, Inc.: <i>Carbon as a Waste: Translating Environmental Benefit into Business Action</i>	
1:45 p.m. – 2:00 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
1:45 p.m. – 2:00 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
2:00 p.m. – 3:30 p.m.	PLENARY SESSION D / Green Business Leadership Co-Chairs: John Bobrowich , Executive Director, Wisconsin Energy Research Consortium (WERC) and Arthur J. Harrington , Environmental and Energy Strategies, Godfrey and Kahn	Ballroom CD
2:00 p.m. – 2:30 p.m.	Tom Boldt , Chief Executive Officer, The Boldt Company: <i>What We Learn from Green Building</i>	
2:30 p.m. – 3:30 p.m.	Will Allen , Director, Growing Power: <i>Sustainable Agriculture for Milwaukee and for the World</i>	
2:00 p.m. – 3:30 p.m.	FRONTIER FORUM 1-1 / Utilizing Federal Resources to Build Your Green Business Moderator: Sammis White , Associate Dean, School of Continuing Education, UW-Milwaukee Panelists: Ray Friesenhahn , Senior Technology Manager / SBIR Outreach Manager, TechLink Pat Dillon , Northwest Wisconsin Regional Director, Wisconsin Entrepreneurs' Network	Room 101A
2:00 p.m. – 3:30 p.m.	SYMPOSIUM / Sustainable Business and the Triple Bottom Line 1 Chair: Jeremy Lemieux , Senior Auditor EHSPE and Climate Savers Lead, Diversey, Inc.	
2:00 p.m. – 2:30 p.m.	Paul Van de Sand , Head of Strategic Alliances and Senior Energy Engineer, Franklin Energy Services, LLC: <i>Common Characteristics of Sustainable, Publicly Traded Global Companies</i>	
2:30 p.m. – 3:00 p.m.	C. Thomas Paschall , Senior Associate, Project Finance and Global Corporate Groups, Milbank, Tweed, Hadley & McCloy LLP: <i>Green Energy Mergers and Acquisitions – Classic Strategies and Recent Trends</i>	Room 101B
3:00 p.m. – 3:30 p.m.	Jeremy Lemieux : Climate Savers Lead, Diversey, Inc.: <i>Investing in Energy—Overcoming the Low-Hanging Fruit</i>	
3:30 p.m. – 4:00 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
3:30 p.m. – 4:00 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
4:00 p.m. – 5:30 p.m.	Milwaukee E3 Informational Session Designed specifically for City of Milwaukee Manufacturers; Matthew Howard, City of Milwaukee	Room 201C

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TIME	EVENT	LOCATION
4:00 p.m. – 5:30 p.m.	BREAKOUT SESSION 1-1 / Entrepreneurship and Innovation Chair: Mark Daugherty , CEO and President, Solrayo, Inc.	Room 101B
4:00 p.m. – 4:20 p.m.	Mark Neumann , President, Solar Innovations, Inc.: <i>Market Driven Environmental Stewardship</i>	
4:20 p.m. – 4:40 p.m.	Ted Petith , GreenLink Projects LLC; USDOE MadiSUN Program: <i>Madison Sustainability Commerce Center: A Green Business and Educational Hub with German Roots</i>	
4:40 p.m. – 5:00 p.m.	Mark Daugherty , Solrayo, Inc.: <i>Starting a Sustainable Business</i>	
5:00 p.m. – 5:20 p.m.	Joseph Jacobsen , Director, Center for Energy Conservation and Advanced Manufacturing, MATC: <i>Sustainable Business and Industry: Designing and Operating for Social and Environmental Responsibility</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	BREAKOUT SESSION 1-2 / Energy Efficiency and Retrofits Chair: Jeong Woo , Assistant Professor of Civil & Architectural Engineering & Construction Management, Milwaukee School of Engineering	Room 201A
4:00 p.m. – 4:30 p.m.	David L. Osborn , Sustainability Program Manager, Division of State Facilities, Wisconsin Department of Administration: <i>Performance Contracting in State Facilities</i>	
4:30 p.m. – 5:00 p.m.	Cheryl Rezabek , Sustainability Coordinator, Conserve Wisconsin Program: <i>Energy Savings at State Facilities</i>	
5:00 p.m. – 5:30 p.m.	Jeong Woo , MSOE: <i>BIM-BASED Energy Monitoring at the Milwaukee County Research Park</i>	
4:00 p.m. – 5:30 p.m.	SYMPOSIUM / Sustainable Business and the Triple Bottom Line 2 Chair: Tom Eggert , Executive Director, Wisconsin Sustainable Business Council	Room 201B
4:00 p.m. – 4:30 p.m.	Amy Heart , Solar Program Manager, Milwaukee Shines, Office of Environmental Sustainability, City of Milwaukee: <i>Opportunities in the Solar Thermal Supply Chain</i>	
4:30 p.m. – 5:30 p.m.	Panelists: Lisa Geason-Bauer , Owner and Operator, Evolution Marketing, LLC: <i>The New Sustainability Frontier: Green Marketing and Environmental Communication – Case Studies from the Wisconsin Business Community</i>	
	Chris Librie , Vice President of Marketing at the Lauterbach Group	
	Rebecca Kerschinske , Vice President of Marketing at the Lauterbach Group	
	Tom Eggert , Executive Director, Wisconsin Sustainable Business Council: <i>Sustainability and the Supply Chain</i>	
4:00 p.m. – 5:30 p.m.	FRONTIER FORUM 1-2 / The Role of Wind in Wisconsin's Energy Future Moderator: Thomas Content , Milwaukee Journal Sentinel	Room 101A
	Panelists: Michael Bernhard , Renewable Energy Instructor, MATC	
	Tom Boldt , Chief Executive Officer, The Boldt Company	
	Jerry Murphy , Executive Director, The New North, Inc.	
	Mick Sagrillo , Owner, Sagrillo Power and Light	
	Michael Vickerman , Executive Director, RENEW Wisconsin	
5:30 p.m.	EXHIBITS CLOSE FOR DAY	Exhibit Hall

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7:30 a.m. – 8:00 a.m.	Green Energy Continental Breakfast	Ballroom CD
8:00 a.m. – 3:00 p.m.	Moraine Park Technical College Academic Deans Meeting	Room 201D
8:00 a.m. – 9:30 a.m.	PLENARY SESSION E / Risk, Innovation and International Cooperation Co-chairs: Tom Bray , Dean of Applied Research, Milwaukee School of Engineering; and John Stilp , Vice President, Oak Creek Campus, MATC; Dean, Division of Technology and Applied Science	Ballroom CD
8:00 a.m. – 8:25 a.m.	Lindene Patton , Chief Climate Product Officer, Zurich Financial Services: <i>De-Risking the Value Chain to Facilitate Low Carbon Conversion</i>	
8:25 a.m. – 8:50 a.m.	Mary Ann Wright , Vice President Global Technology and Innovation Accelerator for Johnson Controls Power Solutions: <i>The road to mass commercialization of energy efficient vehicles: Today's full spectrum of technology</i>	
8:50 a.m. – 9:30 a.m.	C.S. Kiang , Chairman, Sustainable Development Technology Foundation; Founding Dean, College of Environmental Sciences, Beijing, University: <i>Green Stimulus, Energy Efficiency and US China Low Carbon City</i>	
9:00 a.m. – 11:00 a.m.	Milwaukee Area Workforce Investment Board Sessions (MAWIB)	
	MAWIB: Urban Ecology Center	Room 201A
	MAWIB: Milwaukee Conservation Leadership Corps	Room 202A
	MAWIB: Wisconsin Regional Training Partnership/ Building Industry Group Skill Training Employment Program	Room 202B
9:30 a.m. – 10:15 a.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
9:30 a.m. – 10:15 a.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
10:15 a.m. – 11:45 a.m.	PLENARY SESSION F / The Carbon Imperative / Ballroom CD Co-Chairs: Mark Chandler , Center for Climate Systems Research, Columbia University, NASA Goddard Institute for Space Studies; and George Stone , MATC	Ballroom CD
10:15 a.m. – 10:55 a.m.	Naomi Oreskes , Professor of History and Science Studies at the University of California-San Diego; author of <i>Beyond the Ivory Tower: The Scientific Consensus on Climate Change and Merchants of Doubt: Climate Change: Realities and Economic Implications</i>	
10:55 a.m. – 11:45 a.m.	Bill McKibben , author of <i>The End of Nature, Deep Economy: the Wealth of Communities and the Durable Future, Eearth</i> and many other books; founder of 350.org: <i>Global and Local: the Planet-Scale Fight for a Livable Climate</i>	
11:45 a.m. – 12:15 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
11:45 a.m. – 12:15 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
12:15 p.m. – 1:45 p.m.	LUNCHEON / Buffet box lunches; PLENARY SESSION G / Our Green Energy Future Co-Chairs: Joseph Jacobsen , Director, The Center for Energy Conservation and Advanced Manufacturing (ECAM), MATC; and David Yu , Professor of Electrical Engineering, UW-Milwaukee	Ballroom CD
	Panelists: Sonal Kemkar , U.S. Department of Energy, Building Technologies Program	
	Jeff Siegel , Co-founder & Managing Editor <i>Green Chip Stocks</i> ; author <i>Investing in Renewable Energy</i>	
	Larry Kazmerski , Executive Director, Science & Technology Partnerships, National Renewable Energy Laboratory (NREL)	

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12:30 p.m. – 2:00 p.m.	MAWIB: Urban Ecology Center	Room 201A
	MAWIB: Milwaukee Conservation Leadership Corps	Room 202A
	MAWIB: Wisconsin Regional Training Partnership/ Building Industry Group Skill Training Employment Program	Room 202B
1:45 p.m. – 2:00 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
1:45 p.m. – 2:00 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
2:00 p.m. – 3:00 p.m.	4th STREET FORUM / The New Economy: Green Power (Milwaukee Public Television) Moderator: Denise Callaway , Business and Community Partnership Coordinator, Milwaukee Public Schools	Room 101B
	Panelists: Bill McKibben , Founder, 350.org; author of <i>Eaarth</i> , <i>Deep Economy</i> , and <i>The End of Nature</i>	
	Naomi Oreskes , Professor of History and Science Studies, University of California, San Diego; author of <i>Merchants of Doubt</i>	
	George Stone , Chair, Green Energy Summit; Instructor of Natural Science, MATC; author of <i>Blizzard</i>	
2:00 p.m. – 3:30 p.m.	FRONTIER FORUM 2-1 / The Good, the Bad and the Ugly of Bio-energy Projects in Wisconsin Moderator: Arthur J. Harrington , Godfrey and Kahn	Room 101A
	Panelists: Kevin Shafer , Executive Director of Milwaukee Metropolitan Sewerage District	
	David Adams , Associate General Counsel, Gunderson Lutheran Clinic (GC)	
	Aaron Imrie , Virent Energy Systems, Inc. (VES)	
	Justin Burley , Greenwood Fuels, Inc. (GF)	
	David Jenkins , Wisconsin Office of Energy Independence (OEI)	
2:00 p.m. – 3:30 p.m.	SYMPOSIUM / The Green Energy Frontier 1 Chair: Tom Niesen , Instructor, Gateway Technical College	Room 201A
	Brendan Arbuckle , Cell Stack Project Lead, UTC Power: <i>Advances in Fuel Cell Technology</i>	
	Jerry Murphy , Executive Director, The New North, Inc.: <i>Wisconsin Wind Works: Supply Chain Potential</i>	
	Jeremy Lemieux , Climate Savers Lead, Diversey, Inc.: <i>Before and Beyond Efficiency</i>	
	Tom Niesen , Instructor, Gateway Technical College: <i>Myths Facts and Barriers to Geothermal Heat Pumps</i>	
	Audience Q & A	

4th Street Forum will air on Milwaukee Public Television on Friday, April 1 at 10 p.m. and Sunday, April 3 at 9 a.m.

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TIME	EVENT	LOCATION
2:00 p.m. – 3:30 p.m.	SYMPOSIUM / Transportation Across the Green Frontier 1 Chair: David Hansen , Sales Manager, Lake Country Energy	Room 201B
2:00 p.m. – 2:20 p.m.	Chris Beebe , Founder and Owner, Foreign Car Specialists: <i>World Land Speed Record Attempt by an Electric Vehicle</i>	
2:20 p.m. – 2:40 p.m.	Sven Krause , Senior, Electrical Engineering Program, Milwaukee School of Engineering: <i>MSOE Formula-Hybrid Racing</i>	
2:40 p.m. – 3:00 p.m.	Alex Zelhofer , Junior, Mechanical Engineering Program, Milwaukee School of Engineering, <i>Super Mileage: Student Project Vehicle at MSOE</i>	
3:00 p.m. – 3:20 p.m.	David Hansen , Lake Country Energy: <i>Charging Our EV Future</i>	
3:20 p.m. – 3:30 p.m.	Audience Q & A	
2:00 p.m. – 3:30 p.m.	WTCS New Energy Economy Jobs Steering Committee Meeting / WTCS Renewable Energy Deans and Coordinators Meeting Moderator: Randall Zogbaum , Education Director, Agriculture, Natural Resources, & Renewable Energy, Wisconsin Technical College System	Room 201C
3:30 p.m. – 4:00 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
3:30 p.m. – 4:00 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
4:00 p.m. – 5:30 p.m.	FRONTIER FORUM 2-2 / The Future Market for Renewable Energy and Energy Conservation in Wisconsin Moderator: John Bobrowich , Executive Director, Wisconsin Energy Research Consortium (WERC)	Ballroom CD
	Panelists: Charlie Schrock , Chairman/President/CEO, Integrys Energy Group	
	Eric Callisto , Chairman, Wisconsin Public Service Commission	
	Steve Ostrenga , President and CEO, Helios USA	
	Mike Potts , President, Orion Energy	
4:00 p.m. – 5:30 p.m.	BREAKOUT SESSION 2-1 / Urban Applications of Biogas Energy Systems Chair: Don Wichert , Director, Renewable Energy Services Wisconsin Energy Conservation Corporation (WECC)	Room 202C
4:00 p.m. – 4:20 p.m.	Don Wichert , WECC: <i>Overview of the US and World Anaerobic Landscape</i>	
4:20 p.m. – 4:40 p.m.	Dennis Toltzke , President, Applied Technologies: <i>Industrial and Municipal Biogas Systems</i>	
4:40 p.m. – 5:00 p.m.	Caroline Chappell , Application Engineer, BIOFerm Energy Systems: <i>Dry Fermentation in the BIOFerm Process</i>	
5:00 p.m. – 5:20 p.m.	John Welch , Project Manager / Recycling Manager, Dane County: <i>Dane County's Food Waste Biogas System Feasibility Study</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	

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TIME	EVENT	LOCATION
4:00 p.m. – 5:30 p.m.	SYMPOSIUM / The Green Energy Frontier 2 Chair: Bob Brylski , Director, Wisconsin Small Scale Biofuels Producers Program (WSSBPP)	Room 101A
4:00 p.m. – 4:20 p.m.	Cheryl Rezabek , Sustainability Coordinator, Conserve Wisconsin Program: <i>Green Energy for Wisconsin Government</i>	
4:20 p.m. – 4:40 p.m.	Erik Lindberg , Owner, Community Building and Restoration LLC: <i>The Limits of Renewable Energy and the Power-Down Imperative</i>	
4:40 p.m. – 5:00 p.m.	Benjamin Van Thiel , Student in Environmental Policy Program UW-Stevens Point: <i>Policy Tools for Community Solar Projects in the Midwest</i>	
5:00 p.m. – 5:20 p.m.	Bob Brylski , Director, WSSBPP: <i>Small Scale Biofuels Done Right</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	SYMPOSIUM / Transportation Across the Green Frontier 2 Moderator: Kerry Thomas , Executive Director, Transit NOW	Room 201A
	Panelists: Dan Casanova , Senior Economic Development Specialist for the Redevelopment Authority of the City of Milwaukee	
	Steve Hinicker , Executive Director, 1000 Friends of Wisconsin	
	Laura Richard , Program Associate, Wisconsin Clean Cities - Southeast Area, Inc.	
4:00 p.m. – 5:30 p.m.	FRONTIER FORUM 2-3 / Who's Got Your Back? Leveraging Risk Management Policies and Products to Facilitate Mitigation and Adaptation to Climate Change Facilitator: Mel Bromberg , Principal, WaterSHED International LLC	Room 202A
	Panelists: Lindene Patton , Chief Climate Product Officer, Zurich Financial Services	
	Michael Davidson , Midwest Regional Director, ICLEI - Local Governments for Sustainability Audience Q & A	
4:00 p.m. – 5:30 p.m.	BREAKOUT SESSION 2-2 / The Energy Environment: Incentives and Regulations Chair: Mark Holter , Director of Energy Solutions, Uihlein Electric	Room 202B
4:00 p.m. – 4:30 p.m.	Philip R. Bower , Attorney, Whyte Hirschboeck Dudek S.C.: <i>New Environmental Laws and Regulations and Their Potential Impact on Renewable Energy Development</i>	
4:30 p.m. – 5:00 p.m.	Shamus Funk , Associate Dean of Energy, Agriculture, Construction and Technology, Chippewa Valley Technical College: <i>Non-green Technology in a World Turning Green</i>	
5:00 p.m. – 5:30 p.m.	Mark Holter , Uihlein Electric: <i>Are You Getting the MOST out of Financing and Incentive Options for Energy Projects?</i>	
5:30 p.m.	EXHIBITS CLOSE FOR DAY	Exhibit Hall

Day Three – Friday, March 11, 2011, Green Career Pathway/Sustainability Day

7:00 a.m. – 3:00 p.m. Registration open in east lobby – Frontier Airlines Center, Milwaukee

TIME	EVENT	LOCATION
7:30 a.m.– 8:00 a.m.	Green Careers Continental Breakfast	Ballroom CD
8:00 a.m. – 9:30 a.m.	PLENARY H / Green Energy Resources: Opinions and Opportunities Co-chairs: Michael Katz, MATC District Board of Directors; President, Molded Dimensions, Inc. and Fred Royal, Jr. , Treasurer, MATC District Board of Directors; Office Coordinator, Milwaukee HIRE Center	Ballroom CD
8:00 a.m. – 8:20 a.m.	Manuel “Manny” Perez , Secretary, Wisconsin Department of Workforce Development	
8:20 a.m. – 8:40 a.m.	Rob Henken , President, Public Policy Forum: <i>The People Speak: Southeast Wisconsin Citizens’ Views on Energy</i>	
8:40 a.m. – 9:05 a.m.	John Magnuson , Co-Chair of the WICCI Science Council; Professor Emeritus of Zoology and Director Emeritus of the Center for Limnology, UW-Madison: <i>Wisconsin’s Changing Climate: Impacts and Adaptations, the First Report (2011) of the Wisconsin Initiative on Climate Change Impacts (WICCI)</i>	
9:05 a.m. – 9:30 a.m.	Don Albinger , Vice President, Renewable Energy, Johnson Controls: <i>Green Job Opportunities in Energy Efficiency and Renewable Energy</i>	
9:30 a.m. – 10:15 a.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
9:30 a.m. – 10:15 a.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
10:15 a.m. – 11:45 a.m.	PLENARY SESSION I / Historic Changes – Unprecedented Opportunities Co-chairs: Bryan Albrecht , President, Gateway Technical College and Thomas Quinn , Adjunct Associate Professor of Electrical Engineering and Computer Engineering, Marquette University	Ballroom CD
10:15 a.m. – 10:45 a.m.	Yvette Pena Lopes , Director of Legislation and Intergovernment Affairs, Blue Green Alliance	
10:45 a.m. – 11:20 a.m.	Debra Rowe , President, U.S. Partnership for Education for Sustainable Development: <i>Green jobs: The Coming Explosion</i>	
11:20 a.m. – 11:45 a.m.	Thomas Llewellyn Wright , Scientist Emeritus, U. S. Geological Survey; Research Associate, Department of Earth and Planetary Sciences, Johns Hopkins University: <i>Living Green in a Frank Lloyd Wright House</i>	
11:45 a.m. – 12:15 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
11:45 a.m. – 12:15 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
12:15 p.m. – 1:45 p.m.	LUNCHEON / Buffet box lunches; PLENARY SESSION J / The Green Lifestyle – Living Sustainability Co-Chairs: Bettsey Barhorst , President, Madison Area Technical College and Tom Brandstetter , Community Activist, Transition Milwaukee	Ballroom CD
12:20 p.m. – 12:40 p.m.	Ted Petith , GreenLink Projects LLC; USDOE MadiSUN Program: <i>Madison Sustainability Commerce Center: A Green Development Model from Freiburg, Germany</i>	
12:40 p.m. – 1:00 p.m.	John Imes , Executive Director, Wisconsin Environmental Initiative: <i>Green Economic Growth in Germany</i>	
1:00 p.m. – 1:45 p.m.	David Orr , Paul Sears Distinguished Professor of Environmental Studies and Politics, Oberlin College; author of <i>Design on the Edge: The Making of a High Performance Building</i> , <i>The Campus and Environmental Responsibility</i> , and many other books: <i>Black Swans and the US Future: The Challenge of Resilience</i>	

Day Three – Friday, March 11, 2011, Green Career Pathway/Sustainability Day

7:00 a.m. – 3:00 p.m.

Registration open in east lobby – Frontier Airlines Center, Milwaukee

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1:45 p.m. – 2:00 p.m.	Break / Exhibits in the Exhibit Hall and Lobby / Refreshments in Exhibit Hall	Exhibit Hall, Lobby
1:45 p.m. – 2:00 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
2:00 p.m. – 3:30 p.m.	FRONTIER FORUM 3-1 / Good Jobs, Green Jobs! Moderator: Judy Ziewacz , Director, Wisconsin Office of Energy Independence	Ballroom CD
	Panelists: Stewart Acuff , Chief of Staff, Utility Workers Union of America, AFL – CIO	
	Sheila Cochran , Chief Operating Officer, Milwaukee Area Labor Council	
	Joe Gryniuk , President, Lake Washington Technical College Federation of Teachers, Local 3533	
	Donald Sykes , CEO and President, Milwaukee Area Workforce Investment Board	
2:00 p.m. – 3:30 p.m.	FRONTIER FORUM 3-2 / Wisconsin Initiative on Climate Change Impacts (WICCI) Moderator: John Magnuson , Professor Emeritus of Zoology and Director Emeritus, Center for Limnology, University of Wisconsin-Madison; Co-Chair, Wisconsin Initiative on Climate Change Impacts	Room 101A
	Panelists: Steve Vavrus , Senior Scientist, Nelson Institute Center for Climatic Research, UW-Madison	
	Michael Hahn , Chief Environmental Engineer, Southeastern Wisconsin Regional Planning Commission (SEWRPC)	
	Jim Lubner , Education Coordinator, University of Wisconsin Sea Grant Institute and Great Lakes Water Institute	
	Ken Copp , Strategic Technical Advisor, American Transmission Company LLC	
	Kristen Malecki , Associate Director, Survey of the Health of Wisconsin, UW-Madison and Wisconsin Department of Health and Family Services	
2:00 p.m. – 3:30 p.m.	FRONTIER FORUM 3-3 / Building the Water Generation – Careers in Water Moderated by: Dale Wiza , Engineering Placements	Room 201A
	Panelists: Charles W. Adams , Chief Engineer and Director of Government Affairs, A. O. Smith	
	Derek Clayton , Water Solution Development Leader, Johnson Controls, Inc	
	Mary Sue Handel , Director, Global Talent Management, A.O.Smith	
	Leslie Spencer-Herrera , Workforce Development Coordinator – Planning, Milwaukee Area Workforce Investment Board (MAWIB)	
	Paul Krajniak , Executive Director, Discovery World	
2:00 p.m. – 3:30 p.m.	Frontier Forum 3-4 / Local Governments and Sustainability Moderator/speaker: Matt Howard , Environmental Sustainability Director, City of Milwaukee	Room 101B
	Speaker/panelists: Steve Keith , Sustainability and Environmental Engineer, Milwaukee County	
	Karen Sands , Sustainability Manager, Milwaukee Metropolitan Sewerage District	
	Kevin Brunner , City Manager, City of Whitewater	
	Dan Ertl , Director of Community Development, City of Brookfield	

Day Three – Friday, March 11, 2011, Green Career Pathway/Sustainability Day

7:00 a.m. – 3:00 p.m. Registration open in east lobby – Frontier Airlines Center, Milwaukee

TIME	EVENT	LOCATION
2:00 p.m. – 3:30 p.m.	SYMPOSIUM / Education for Renewable Energy 1 Chair: Amy Kox , Sustainable Program Manager, Northeast Wisconsin Technical College (NWTC)	Room 202A
2:00 p.m. – 2:20 p.m.	Jenny Heinzen , Wind Technology Instructor, Lakeshore Technical College (LTC): <i>Wind Energy at Lakeshore Technical College</i>	
2:20 p.m. – 2:40 p.m.	Amy Kox , Sustainable Program Manager, NWTC: <i>Sustainability at Northeast Wisconsin Technical College</i>	
2:40 p.m. – 3:00 p.m.	Kenneth Walz , Chemistry and Engineering Instructor, Madison Area Technical College: <i>Renewable Energy Train the Trainers Education</i>	
3:00 p.m. – 3:20 p.m.	Ronald Zillmer , Associate Dean, Technical and Industrial Division, Mid-State Technical College: <i>Renewable Energy: Realities of Training and Employment</i>	
3:20 p.m. – 3:30 p.m.	Audience Q & A	
2:00 p.m. – 3:30 p.m.	SYMPOSIUM / Education for A Sustainable Future 1 Chair: John D. Skalbeck , Associate Professor, Geosciences, Department Academic Director, Sustainable Management Program University of Wisconsin-Parkside.	Room 202B
2:00 p.m. – 2:20 p.m.	Joel Goodman , Research Architect: <i>Building Integrated CSP R&D Program Curriculum Initiative II</i>	
2:20 p.m. – 2:40 p.m.	Rob Gottschalk , Principal, Vandewalle & Associates: <i>Wisconsin's Energy Regional Innovation Cluster (E-RIC) Project</i>	
2:40 p.m. – 3:00 p.m.	John D. Skalbeck , Associate Professor, Geosciences, Department Academic Director, Sustainable Management Program University of Wisconsin-Parkside.	
3:00 p.m. – 3:20 p.m.	Joseph Jacobsen , Director, Center for Energy Conservation and Advanced Manufacturing, MATC: <i>Energy specific programs: energy engineering technology, intelligent systems, quality, waste, efficiency and renewable energy</i>	
3:20 p.m. – 3:30 p.m.	Audience Q & A	
2:00 p.m. – 3:30 p.m.	SYMPOSIUM / Sustainable Living I Chair: Eric Compas , Professor of Geography and Geology, UW-Whitewater	Room 202D
2:00 p.m. – 2:20 p.m.	Mark Holter , Director of Energy Solutions, Uihlein Electric: Energy Dashboards, Competitions, Rising Energy Costs, USGBC and YOUR Building!	
2:20 p.m. – 2:40 p.m.	Heather Ryan : Sustainable Event Planning Takes into Account Seasonal and Locally Produced Food	
2:40 p.m. – 3:00 p.m.	Joe Hill , Green print consultant, Green Printing and Recycled Paper – Still the Best Way to Communicate An Environmentally Responsible Message	
3:00 p.m. – 3:20 p.m.	Eric Compas , UW-Whitewater: Can Behavior Change Be Part of the Solution? An Experiment with Real-time Electricity Meters and a LEED residence Hall	
3:20 p.m. – 3:30 p.m.	Audience Q & A	
3:30 p.m. – 4:00 p.m.	POSTERS ON DISPLAY IN BALLROOM CD	Ballroom CD
4:00 p.m. – 5:30 p.m.	FRONTIER FORUM 3-5 / Retrofitting Milwaukee's Infrastructure Moderator: Joe Stolzman , Milwaukee Area Workforce Investment Board (MAWIB)	Room 101A
	Panelists:	
	Erick Shambarger , City of Milwaukee, Office of Environmental Sustainability	
	Sue Hanson , Wisconsin Energy Conservation Corporation	
	Steve Roberts , State of Wisconsin, Bureau of Apprenticeship Standards	
	James Irwin , Center on Wisconsin Strategy	

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4:00 p.m. – 5:30 p.m.	SYMPOSIUM / Education for Renewable Energy 2 Chair: Christopher Damm , Associate Professor of Mechanical Engineering, Milwaukee School of Engineering (MSOE)	Room 201A
4:00 p.m. – 4:20 p.m.	Michael Bernhard , Renewable Energy Instructor, MATC: <i>Impacts of Wisconsin's 2013 Electrical Licensure Law</i>	
4:20 p.m. – 4:40 p.m.	John Hippensteel , Solar Energy Technology and Program Coordinator, Northeast Wisconsin Technical College: <i>Solar Energy Technology Education Program at Northeast Wisconsin Technical College</i>	
4:40 p.m. – 5:00 p.m.	Robert McCallister , Associate Professor of Geography, UW-Rock County: <i>Solar Electric Education with Three PV Arrays: UW-Rock County's Ongoing Solar Experiment for Children, Students, Educators and Community</i>	
5:00 p.m. – 5:20 p.m.	Christopher Damm , Associate Professor of Mechanical Engineering, Milwaukee School of Engineering (MSOE): <i>Solar Energy Experiments and Modeling for Engineers</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	SYMPOSIUM / Education for A Sustainable Future 2 Chair: Linda Reid , Associate Professor of Finance and Business Law, UW-Whitewater	Room 202A
4:00 p.m. – 4:20 p.m.	Linda Reid : <i>Building a Water Business Program: One University's Experience</i>	
4:20 p.m. – 4:40 p.m.	Dan Rahlow , Dean of Business and Culinary Arts, Moraine Park Technical College (Fond du Lac): <i>Teaching Sustainability in Culinary Arts</i>	
4:40 p.m. – 5:00 p.m.	Margie Weiss , CEO, Community Health Advocate Principal, Weiss Health Group, LLC: <i>Transformative Connections – Empowering Community Improvement Leveraging Business Relationships to Foster Healthy, Sustainable Communities</i>	
5:00 p.m. – 5:20 p.m.	Chip Bircher , Energy Management Instructor Northeast Wisconsin Technical College	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	SYMPOSIUM / Sustainable Living 2 Chair: Ed Kassel , President of Kelp, Inc., and Member of the Sustainability Board, City of Menasha	Room 202B
4:00 p.m. – 4:20 p.m.	Sandy Syburg , Owner-Manager, White Oak Farm: <i>Event Composting</i>	
4:20 p.m. – 4:40 p.m.	Adam Borut , President, Eco Hatchery: <i>Light Bulb Finder</i>	
4:40 p.m. – 5:00 p.m.	Leah Schiller , Kayla Wandsnider , and Joseph Kotnour , students UW-La Crosse: <i>Implementing a (vermi-)composting program: Methods to Maximize Participation and Efficiency on a College Campus</i>	
5:00 p.m. – 5:20 p.m.	Ed Kassel , President of Kelp, Inc., and Member of the Sustainability Board, City of Menasha: <i>City of Menasha, Wisconsin: Sustainability Initiatives</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	
4:00 p.m. – 5:30 p.m.	BREAKOUT SESSION 3-1 / Social Responsibility and the Green Environment Chair: Gary Evans , President, Evans Energy Group, LLC	Room 202D
4:00 p.m. – 4:20 p.m.	Erik Lindberg , The Victory Garden Initiative: <i>Plan A, B, and C: Three Responses to Peak Oil</i>	
4:20 p.m. – 4:40 p.m.	George Stone , Instructor of Natural Science, MATC: <i>A Rational Imperative</i>	
4:40 p.m. – 5:00 p.m.	Christine Reese , Certified Hydrogeologist, Consultant: <i>Dramatic Chlorinated Solvent Elimination Utilizing Sequential In Situ Chemical Oxidation and Enhanced Anaerobic Biodegradation Treatment Methods</i>	
5:00 p.m. – 5:20 p.m.	Representative Brett Hulsey , Member, Natural Resources, Energy, and Transportation Committee, Wisconsin State Assembly: <i>Social Responsibility and the Green Environment in Wisconsin</i>	
5:20 p.m. – 5:30 p.m.	Audience Q & A	

Poster Presentations – on display in Ballroom CD

Display times will vary. Each poster presenter will display for one day and will staff their booth during breaks as often as possible.

WEDNESDAY

Peng Lei, UW-Milwaukee: *MPPT & Integrated Diagnostics of Multi-string Photovoltaic System via Interleaving Multi-input Extremum Seeking Control*

Christine Reese, Consultant: *Dramatic Chlorinated Solvent Elimination Utilizing Sequential in situ Chemical Oxidation and Enhanced Anaerobic Biodegradation Treatment Methods*

Ali Esmaili, UW-Milwaukee: *Utilizing Ultracapacitor and Battery Storage for Wind Energy Support*

Michael Chambasian, UW-Milwaukee: *Role of Design: Research*

Jeff Motschman, UW-Milwaukee Great Lakes WATER Institute: *Development of Novel Microfluidic Devices*

Milad Pashapour, UW-Milwaukee: *Solar Golf Cart*

Tim Smart-Dumouchel II, UW-Milwaukee: *Mathematical Modeling of Recirculating Aquaculture System*

James Lubow, Marquette University: *Marquette's All Electric Shuttle Van*

THURSDAY

Huda Alkaff, Wisconsin Interfaith Power & Light: *Wisconsin Interfaith Power & Light*

Qianyi Zhang, UW-Milwaukee: *Solar Fuel Production from Carbon Dioxide and Water Using Novel TiO₂ Nanocomposites*

Rohit Ugle, UW-Milwaukee: *Trip Specific Evaluation of Worthiness of Cell Replacement (WOCR) via Cell Equalization Based Battery Pack Health Mapping*

Xiao Li, UW-Milwaukee: *Photovoltaic Arrays Maximum Power Point Tracking Using Adaptive ESC Scheme*

Lei Zhang, UW-Milwaukee: *Optimal Energy Management of Hybrid Power System with Two-Scale Dynamic Programming*

Zhongzhou Yang, UW-Milwaukee: *Individual Pitch Control for Wind Turbine Load Reduction with Wake Interaction*

Sourabh Kumar, UW-Milwaukee: *Improvements in Gas Turbine Cooling Technology*

James Lubow, Marquette University: *Marquette's All Electric Shuttle Van*

FRIDAY

Huda Alkaff, Islamic Environmental Group of Wisconsin: *Year-Long Education and Service: Faith, Community and Sustainability*

Jorge Monreal, Florida Advanced Technological Education Center (FLATE): *Building the Technician Workforce for Florida's Energy Future*

Bob McCallister, UW-Rock County, and **Dale Buechler**, UW-Platteville: *Solar Electric Ed with Three PV Arrays: UW-Rock County's Ongoing Solar Experiment for Children, Students, Educators, and Community*

Michael Zeamer, UW-Milwaukee: *Small Scale Wind Turbine for Experimental Wind Tunnel Research*

Brent Kolasinski, UW-Milwaukee: *Short-term Forecasting of Wind Ramp Events*

Christopher Biber, UW-Milwaukee Great Lakes WATER Institute: *Recirculating Aquaculture System Nitrite Kinetics*

KP Immier, MATC Biotechnology Network, MATC Biotechnology Network: *A Catalyst for a Sustainable Future*

James Lubow, Marquette University: *Marquette's All Electric Shuttle Van*

Day Four – Saturday, March 12, 2011 – Tour & Workshops

Visit www.greenenergysummit.us for more information or to register for a Saturday event.

Saturday workshops are held at: MATC Oak Creek Campus, ECAM Center, 6665 S. Howell Avenue, Oak Creek.
Tour begins at Keep Greater Milwaukee Beautiful parking lot, 1313 West Mount Vernon Street, Milwaukee.

Tour of Milwaukee Area Renewable Energy Demonstration Facilities

Register to reserve your spot (\$15 fee, includes lunch)

8:00 a.m.	Tour starts from Keep Greater Milwaukee Beautiful (KGMB) Parking Lot
8:15 a.m.	Tour Helios USA production facilities (solar photovoltaic panel fabrication)
8:45 a.m.	Depart Helios USA
9:00 a.m.	Tour KGMB facilities (solar photovoltaic, geothermal, recycling)
9:45 a.m.	Depart KGMB
10:00 a.m.	Tour MATC Solar Education Farm ("Blue Hole" facility) (Solar Photovoltaic)
10:30 a.m.	Depart MATC Solar Farm
10:45 a.m.	Tour Growing Power (solar photovoltaic, passive solar, energy/water conservation, lighting)
11:30 a.m.	Depart Growing Power
12:00 p.m.	Lunch and Tour – Concordia Center for Environmental Stewardship (Concordia University) (LEED Platinum facility - solar photovoltaic, solar thermal, geothermal, passive solar, energy/water conservation, lighting)
1:00 p.m.	Depart CCES
1:30 p.m.	Arrive KGMB parking lot – tour ends

You can get more information or register for Saturday events at various exhibitor booths during the Summit:

- Visit Concordia University-Wisconsin booth 104-105 to sign up for the Saturday Tour
- Visit Wisconsin Technology Council booth 806 for more information on the Entrepreneur Academy 101 Workshop
- Visit MREA booth 503 for more information or to register for MREA Saturday workshops

Workshop: Entrepreneur Academy 101: Qualifying Opportunities and Planning Your Launch

9 a.m. to 1 p.m.

This workshop provides a framework that can be used to identify and qualify business opportunities and plan the early stages of a new company or project. The focus is on the activities that should be done before you prepare a formal business or project plan. Participants will learn how to train themselves to identify appropriate business opportunities, and will learn methods to analyze the suitability of a business or opportunity from 3 different vantage points: 1) Is it right for you? 2) Is it right for your customers? and 3) Is it right for your market?

Course Instructors: Mark Daugherty, Joe Kremer

Materials: Paper and pencil. **Workbook will be provided.**

Workshop Price: \$95.00

Green Energy Summit Attendee Price: \$65.00

MREA Workshops

PV 101.05 Basic Photovoltaics

This 8-hour course uses a combination of lecture and classroom activities to teach the basics of photovoltaic (PV) systems.

PV 201.02 Photovoltaic Site Assessor Training

Participants in this 8-hour course will learn how to perform a PV site assessment for a home.

PV 402.01 Significant Code Changes for NEC

This 8 hour workshop will explain, in depth and detail, the 2011 NEC significant changes related to the renewable energy sector.

B 106.01 Maximizing RE in Commercial Real Estate

This one-day workshop is designed for owners of commercial, industrial, and multi-family buildings and their advisors, investors, managers, architects, engineers, and attorneys.

SW 101.02 Solar Domestic Hot Water Systems

In this 8-hour course, students will learn the basics of how Solar Domestic Hot Water Heating Systems (SDHW) work and their economic impacts with emphasis on northern climate systems.

W 101.01 Introduction to Wind Systems

This one-day workshop is the introductory workshop to MREA wind systems training and is a prerequisite for all other MREA wind workshops.