



Connections, Innovations, and Opportunities

Conference Schedule
 March 2 & 3, 2005
 The Grove Hotel
 Boise, Idaho

This conference provides a perfect balance between “big name” keynotes you rarely get to see in person, breakout sessions where you can hear inspiring stories from people just like you, workshops where you are provided practical tools, and networking where you connect with people who share similar interests.

March 2, 2005

7:00-8:30	Registration and breakfast				
8:30-10:15	Plenary – <u>Profiles in Sustainability: A Success Story Showcase</u> If you know what to look for, sustainability is showing up everywhere. Businesses, both large and small, are using it to improve their bottom line, governmental agencies are using it to improve their services, communities are using it to improve quality of life, and habitats are being restored. They’ve discovered that they don’t have to choose between a healthy economy, community and environment. We can have it all! This plenary session will provide an overview of sustainability. Hear inspiring stories from organizations with roots in the inland Northwest who have benefited from sustainable practices.				
10:15-10:30	Break				
Tracks	Natural Resources	Business	Energy	Built environment	Community
10:45-12:00	<u>Thinking Like a Watershed: Restoring and Sustaining Healthy Ecosystems</u> Restoration of large-scale ecosystems not only supports the return of healthy self-sustaining natural processes, but can also provide benefits to area communities and businesses. Speakers consider these questions: What provides the impetus for ecosystem restoration initiatives? Who is involved and who benefits? What are the obstacles to success and lessons learned?	<u>Doing Your Part: Moving Your Business Toward Sustainability (workshop)</u> All businesses — even small service businesses — have an opportunity to become more sustainable. We tend to discount the actions we do take as inconsequential, but the cumulative impact can be huge. This workshop will help you identify targeted, often money-saving strategies and practices for moving your business toward sustainability. You will leave with a checklist of tested actions as well as a list of helpful resources.	<u>Energy Efficiency in the Sustainability Equation: Discovering the economic value</u> Energy efficiency opportunities are everywhere around us. This session provides an overview of the positive fiscal and societal impacts that energy efficiency measures have made over the past 20 years and looks at where we’re going for the next 20.	<u>Integrated Design: Including natural features in our neighborhoods</u> Learn how you can integrate water, open spaces and other natural features back into the design of sites and neighborhoods to improve the aesthetics and ecosystem.	<u>Community Responses to Sustainability: Leveraging social and natural capital</u> Communities have used sustainability to inspire new directions, improving economic opportunities and quality of life while protecting the environment. Discover how you might improve your community.

12:00-1:30	<p>Lunch and keynote:</p> <p>Janine Benyus, <u>Biomimicry: Using Nature as an Inspiration for Sustainable Solutions</u></p> <p>Janine Benyus, author of the popular book, <u>Biomimicry</u>, has uncovered a new source of innovation. People in many different fields, from agriculture to manufacturing to computing, are using nature as a source of inspiration to find innovative new ways to achieve our aims with fewer negative impacts. For example, spiders make a filament stronger than Kevlar and mussels make a biodegradable glue that adheres under water. Biomimics take advantage of Nature's elegant methods. Benyus' exquisite slide show will inspire you to become a biomimic too.</p>				
1:30-2:00	Break – Book signing with Janine Benyus and other authors.				
Tracks	Natural Resources	Business	Energy	Built environment	Community
2:00-3:15 Break-out Sessions	<p><u>New Markets, New Approaches, New Solutions: Rethinking Natural Resources and Rebuilding Profitability</u></p> <p>Successful entrepreneurs are using new approaches to achieve profitability in the natural resource industries. Learn how they took advantage of market niches and benefited their bottom line. Success stories include: goats for weed removal, new uses for small diameter timber, ranching and organic food production.</p>	<p><u>Tools for the Workplace: Practical Ideas for Sustainable Business</u></p> <p>Getting the most out of sustainability requires teamwork, employee involvement and solid analytical tools. In this session, you'll hear about some of the most useful tools for applying sustainability to your internal operations.</p>	<p><u>The Greening of the Grid: How to bring alternative energy to your meter</u></p> <p>Alternative energy production is on the rise. Come hear about the options available to people who want to support or supply renewable resources as a part of the electrical grid. Should you consider setting up a net metering contract, contributing to a green power program or purchasing green tags?</p>	<p><u>Making the Business Case for LEED</u></p> <p>LEED (Leadership in Energy and Environmental Design) is a powerful framework to plan and evaluate more sustainable buildings. Discover what sells, what benefits most resonate with the building owners and decision makers. Whether you are a business owner thinking of building or remodeling or someone in the building profession wanting to convince customers to design a LEED building, come discover how to make a solid financial business case for LEED.</p>	<p><u>Creating Value-Added Communities: Places that work for everyone (workshop)</u></p> <p>This is a signature product of the Northwest Area Foundation's Connections program. With primary focuses on community wealth creation, building community capacity and poverty reduction, the program materials introduce and define community development concepts and provide worksheets and tools for applying those concepts to develop a 3 – 5 year strategic "business plan" for the community.</p>
3:15-3:30	Break				
3:30-5:00	<p><u>Habitat Enhancement on Public, Private and Corporate Lands (Workshop)</u></p> <p>Just about anyone who owns or manages land can do something in support of wildlife habitat. Discover tools to help you get started in enhancing habitat on your land. Consider the additional benefits, including employee morale, community relations, and your bottom line.</p>	<p><u>Expanding the Toolbox: Strategies for engaging stakeholders</u></p> <p>To be sustainable, you have to get outside the box of your own organization, take a whole-systems view, and engage other stakeholders. In this session, you'll learn several tools for collaborating and communicating with suppliers and shareholders while working toward protecting the natural environment.</p>	<p><u>Better Energy Efficiency Answers: Not all solutions that save energy are sustainable (workshop)</u></p> <p>Saving energy sounds good but where should you start? Experts in a variety of fields will provide tangible solutions, resources and tips on how to make choices that are both energy efficient and sustainable.</p>	<p><u>Sustainable Building Materials: How to use them and where to find them</u></p> <p>In this session, learn how to choose more sustainable materials and where to get them. Find out how to incorporate them into your design.</p>	<p><u>Connecting Urban and Rural: Bridging the "divide"</u></p> <p>Many people talk about the "urban-rural divide," but the fact is they need each other. Come hear inspiring stories of how connecting rural industries with their urban customers has benefited both.</p>
5:00-7:00	Reception - Join your colleagues for appetizers and networking.				

March 3, 2005

7:30-8:30	Breakfast/Registration				
8:30 – 9:30	Plenary/Keynote - Thomas Gladwin, <u>Sustainability and Systems Thinking: Understanding The Big Picture</u> Thomas Gladwin is Professor of Sustainable Enterprise at the University of Michigan. He is the Director of the Erb Environmental Management Institute, which promotes innovative and cross-disciplinary research on ecologically and socially sustainable business. Gladwin is also Faculty Director of the Corporate Environmental Management Program, where students achieve an MBA and a Masters in Environmental Science.				
9:30-9:45	Break				
Tracks	Natural Resources	Business	Energy	Built environment	Community
9:45 –11:00	<u>Common Ground: Preserving the Land and Achieving Profitability for the Working Landscape</u> <p>The open landscapes we value in the West often support a variety of natural resource based enterprises, including ranching, forestry and recreation. Individuals and businesses that depend on the land for their livelihood share their stories and lessons learned in preserving the landscape and achieving economic success.</p>	<u>The Sustainability Edge: Delivering what the market demands</u> <p>In today's market, more and more people want to know the environmental and labor implications of their purchases and investments. How can you communicate your sustainable practices and products to these stakeholders? How can you tap into this expanding market?</p>	<u>Developing Renewables in the Region: Opportunities and challenges in moving ahead on a larger scale</u> <p>Wind, geothermal, solar..... What renewable resources have potential in the inland northwest? Here's a chance to look at some current and proposed examples and discuss what government is doing to help.</p>	<u>Topic pending</u>	<u>Exploding Myths: Expanding your Economy Possibilities</u> <p>A number of assumptions people hold about the challenges of rural communities are false. The Sonoran Institute will present a socio-economic profile of the inland Northwest to better understand rural threats and opportunities. Hear how some rural communities have gone beyond their traditional economic base to overcome population decline, unemployment, poverty and other rural challenges.</p>
11:00-11:15	Break				
11:15-12:30	<u>Certification Programs: What can they do for you?</u> <p>Certification programs are being used to achieve market advantage, improve community relations, sustain resources and avoid mandatory controls. Companies representing diverse natural resource industries share lessons learned from their certification experience and the impacts on such issues as product perception, community relations and the bottom line.</p>	<u>Sustainable New Ventures: The Next Frontier</u> <p>Rather than just reducing their negative impacts, some businesses are branding their new ventures as sustainable, making sustainability integral to what they do. Come listen to stories about these brave pioneers. How is it working? Is the market responding? How do they see the business landscape changing?</p>	<u>Topic Pending</u>	<u>Beyond LEED: Unconventional building practices</u> <p>LEED represents a significant improvement over code but it is still not completely sustainable. What would a building be like that was made from local materials, kept all the water on site and generated more energy than it uses? Come to this session for a glimpse into the future by our pioneering building professionals.</p>	<u>Topic Pending</u>

12:30-2:00	<p>Lunch and Plenary/Keynote – Larry Seltzer, <u>Building Bridges in Conservation: The partnership between communities, the economy and the environment</u></p> <p>Larry Seltzer is President and Chief Executive Officer of The Conservation Fund, a national nonprofit organization headquartered in metropolitan Washington, D.C. The Conservation Fund protects the nation’s legacy of land and water resources in partnership with other nonprofit organizations, public agencies, foundations, corporations, and individuals. Through land acquisition, community initiatives, and leadership development, The Fund and its partners demonstrate sustainable conservation solutions emphasizing the integration of economic and environmental goals.</p>		
2:00-2:15	Break		
	Site visits	Workshops	Post-Conference Rural Project
2:15-5:00	<p>High-performance building/energy tour Location TBD More site visits TBA</p>	<p><u>Identifying Your Competitive Advantage</u> (workshop) In changing economic times, understanding your competitive advantage is critical to economic success. In this session you will learn about what constitutes competitive advantage for rural communities, firms, and individuals.</p> <p><u>Frameworks for Making Sustainability Decisions</u> (workshop) If you want to pursue sustainability, it’s helpful to have a framework or set of principles to guide you. In this session, we’ll explain a couple most popular ones. Many organizations have found The Natural Step framework a useful tool in their sustainability initiative. Rooted in science, the four principles provide a clear vision of sustainability. Come to this session for a briefing on the framework and how you can use it to make better, more sustainable choices at work and at home.</p> <p><u>Systems Thinking</u> – Thomas Gladwin (workshop)</p>	<p><u>Leading Initiatives for Rural Community Revitalization</u> (workshop) Discover different models of revitalizing rural communities and learn about a specific economic development funding opportunity.</p>