



Sustainability in the Inland Northwest

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: Doc and Connie Hatfield, Country Natural Beef; Ben Packard, Starbucks; and Nathan Good, BetterBricks - 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 ecosystems not only supports the return of healthy, self-sustaining natural processes, but can also provide benefits to area communities and businesses. The South Fork Snake River EBSM Project provides an example of interests working together to return a river floodplain system to a self-sustaining condition. Learn about the scientific basis for this project, the expected benefits and the lessons learned as various user groups share their perspectives and reasons for getting involved.	<u>Frameworks for Making Sustainable Decisions (Workshop)</u> 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 three of the most popular ones: the “triple bottom line,” environmental management systems, and The Natural Step. You’ll also learn how to adapt your company mission or values into a framework. In addition, you will get a listing of many more tools, organized by type of business, so you can tell which ones are most relevant and helpful to your situation.	<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>Climate-Responsive Design: Integrating Building and the Environment</u> The demand for a new generation of high-performance architecture is straining an antiquated architectural design process. Demands for buildings which minimize environmental impact, yet improve comfort, increase life span yet minimize maintenance, and respond to community concerns while enhancing aesthetics create new challenges. This session presents an integrated design process in support of climate-responsive projects that meet the needs of owners, occupants and the community.	<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	Lunch and keynote - Janine Benyus, <u>Biomimicry: Using Nature as an Inspiration for Sustainable Solutions</u>				
	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.				
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	<u>New Markets, New Approaches, New Solutions: Rethinking Natural Resources and Rebuilding Profitability</u> Successful entrepreneurs are using new approaches to achieve profitability in the natural resource industries and achieve sustainability goals. Speakers share their success stories on how they took advantage of market niches and benefited their bottom line.	<u>Tools for the Workplace: Practical Ideas for Sustainable Business</u> 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.	<u>The Greening of the Grid: How to Move Alternative Energy Through Your Meter</u> 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?	<u>Making the Business Case for LEED</u> 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.	<u>Creating Value-Added Communities: Places That Work for Everyone (Workshop)</u> Creating a Value-Added Community™ is a signature product of the Northwest Area Foundation's Connections program. With a focus on community wealth creation, building community capacity and poverty reduction, this workshop introduces and defines community development concepts and provides tools for applying these concepts to develop a 3–5 year strategic "business plan" for the community.
3:15-3:30	Break				
3:30-5:00	<u>Habitat Enhancement on Public, Private and Corporate Lands (Workshop)</u> 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.	<u>Expanding the Toolbox: Strategies for Engaging Stakeholders</u> 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.	<u>Better Energy Efficiency Answers: Not All Solutions That Save Energy Are Sustainable (Workshop)</u> 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.	<u>Sustainable Building Materials: How to Use Them and Where to Find Them</u> In this session, learn how to choose more sustainable materials and where to get them. Find out how to incorporate them into your design.	<u>Connecting Urban and Rural: Bridging the "Divide"</u> The historic "urban-rural divide" is shifting to a new paradigm where people, businesses and communities make economic decisions based on shared values, and harness the competitive advantage of working together. In this session, rural producers and their urban business partners share their stories of the connections they have made to bridge the "urban-rural divide."
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: Small-Scale Options for Our Region</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>Lessons from the Field: High Performance Buildings in the Region</u> <p>The region already has a number of exciting high-performance buildings. Come to this session to hear real-world stories about what works and what doesn't. Get ideas for features you might include in your own projects.</p>	<u>Exploding Myths: Expanding Your Economy Possibilities</u> <p>People hold a number of assumptions about the challenges of rural communities but some of them are false. The Sonoran Institute will present a socio-economic profile of the inland Northwest so you can better understand your 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>Putting It All Together: Combining Efficiency and Renewables for Maximum Benefit</u> <p>To address our energy challenges, we will need to address both the supply and demand side of the equation. There are elegant ways to combine energy conservation and renewables to maximize the benefits.</p>	<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>Economic Clusters: Recognizing and Growing Their Potential</u> <p>Several communities have recognized clusters of businesses beginning to develop and foster their creation and interaction. This session will highlight several of these examples focusing on the increased benefits through collaboration.</p>

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><u>High-Performance Building/Energy Tour</u></p> <p>Stan Cole of Cole + Poe Architects will give a tour of their building on Front Street.</p> <p><u>Lighting Design Lab Tour</u></p> <p>Kevin Van Den Wymelenberg will lead this site visit to the Lighting Design Lab in downtown Boise.</p> <p><u>MK Nature Center Tour: A Close Encounter With Idaho Landscapes</u></p> <p>The Idaho Fish and Game Department will lead this tour of the MK Nature Center.</p>	<p><u>Identifying Your Competitive Advantage</u> Ben Alexander, The Sonoran Institute</p> <p>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>Doing Your Part: Moving Your Organization Toward Sustainability</u> Marsha Willard, AXIS Performance Advisors, Inc.</p> <p>All organizations 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 organization toward sustainability. You will leave with a checklist of tested actions as well as a list of helpful resources.</p> <p><u>Systems Thinking for Sustainable Enterprise</u> Thomas Gladwin, University of Michigan</p> <p>This learning-through-participation workshop will acquaint attendees with the key concepts, tools and techniques of systems thinking in relation to sustainable business and community actions. Dr. Gladwin will use a mix of briefings, discussions, practical exercises, case studies and videos to engage and challenge the current thinking of participants. The program also offers an excellent opportunity to gain a deeper understanding of sustainability and its related issues.</p>	<p><u>Moving Your Community Toward Sustainability</u> Sustainable Northwest</p> <p>Through this workshop, participants will examine different models of rural community revitalization from the Northwest and learn the best approaches to promoting collaborative, local-knowledge-based planning efforts that foster leadership, maximize available capital, and create competitive advantage to encourage social vitality, environmental health, and economic resilience.</p> <p>Communities in economically distressed rural areas of the Inland Northwest will have an opportunity to apply for funding to move their community toward sustainability over the coming year. This is a “how-to” session for qualified rural communities and organizations on applying for post-conference competitive seed funding.</p>