

2011 Sustainable Florida Conference

Sustainable YOU

Event Program



October 24-25 | Tallahassee
Turnbull Conference Center at Florida State University

In Partnership



Welcome to the 2011 Sustainable YOU Conference!



The City of Tallahassee and its cohosts, Leon County and Sustainable Florida, are pleased to welcome you to the Sustainable YOU Conference. As the first Gold-Certified Green city in the State of Florida, the City of Tallahassee is delighted to cohost this conference and to share our experiences and expertise in green sustainability initiatives that benefit our local economy and environment. As you will see from the displays and mobile tours associated with this conference, sustainability is a concept embraced by not just our city government, but our entire community. Dynamic partnerships between the City, citizens and local businesses are fostering economic growth, the protection of the environment and the promotion of social equity. As such, sustainability has become a part of Tallahassee's local culture — within both city government and our community.

In Florida and throughout the country, local governments and citizens are faced with tremendous economic and social challenges. These challenges have forced everyone to reconsider the ways we do business and to seek approaches that are more aligned with our social, economic, and environmental goals. The information presented in this conference will help us formulate a cohesive response to these challenges. The collaboration among the City of Tallahassee, Leon County and Sustainable Florida has produced a well-rounded educational program for this conference. It will challenge all of us to think differently about the way we live, do business, operate government and deliver services.

I trust that you will leave the conference with new tips for your personal sustainability action plan and will be inspired to explore new sustainability ideas for your home, business, community groups, organizations, schools, and government.

Thank you for being here and we hope you enjoy the conference!

John R. Marks III
Mayor, City of Tallahassee

Greetings:

On behalf of the Leon County Board of County Commissioners and our entire community, it is our pleasure to welcome you to 2011 Sustainable YOU Conference. As a host, along with Sustainable Florida and the City of Tallahassee, we are thrilled to have you visit our unique part of Florida.



Here in our community, we pride ourselves as a model for sustainable living. Every day, Leon County strives to ensure that the Capital County remains a community that recognizes the synergy that exists between our natural environment and our economic environment. Through our Office of Sustainability we have adopted several initiatives that seek to reduce the County's carbon footprint and engage community involvement in protecting our environment.

The Sustainable YOU Conference is an opportunity to showcase the innovative approaches that are being adopted both publicly and privately. From the sessions to the tours, the Conference has been designed so that individuals can walk away with a myriad of ideas on what they can personally do to strengthen the sustainability of our community for now and future generations to come.

Thanks you for attending and investing in our community.

Sincerely,

John E. Dailey, Chairman
Board of County Commissioners



Thank You to Our Sponsors



Schedule of Events

Sunday, October 23

7:00 PM — 9:00 PM

Kickoff Reception

Florida Agricultural and Mechanical University (FAMU)
School of Architecture, 1938 S. Martin Luther King Jr. Blvd.



Sponsored by  **sodexo**
EDUCATION

Monday, October 24

7:00 AM

Registration Opens

Turnbull Conference Center at Florida State University

7:30 AM — 8:30 AM

Breakfast Buffet

8:30 AM — 9:45 AM

Plenary Session

Welcome and Introductions:

The Honorable John Marks, Mayor, City of Tallahassee

The Honorable John E. Dailey, County Commission Chair, Leon County

The Honorable Michelle Rehwinkel Vasilinda, Florida House of Representatives

The Honorable Alan Williams, Florida House of Representatives

The Honorable Bill Montford, Florida Senate

Keynote Presentation

The Honorable Bob Dixson, Mayor of the City of Greensburg, Kansas
“Rebuilding a community after disaster”

10:00 AM — 10:55 AM

Session 1 Workshops — see page 6 for information

11:00 AM — 11:55 AM

Session 2 Workshops — see page 7 for information

12:15 PM — 1:15 PM

Lunch — Auditorium Room 208

Introduction

Anita R. Favors Thompson, City Manager, City of Tallahassee

Keynote Presentation

Majora Carter, Home(land) Security

1:30 PM — 2:30 PM

Session 3 Workshops — see page 8 for information

2:30 PM — 3:15 PM

Afternoon Break — Exhibit Hall

3:00 PM

Majora Carter meets with FAMU Environmental and Sustainability Council

3:15 PM — 4:30 PM

Session 4 Workshops — see page 9 for information

4:30 PM — 6:00 PM

Refreshments — Exhibit Hall

*The vendor exhibition highlights corporate and local businesses.
Please show your support by joining us.*

6:00 PM — 8:00 PM

Opening Reception

A Night of Local Sustainable Food, Fashion and Art

Explore various elements of sustainability as we offer an experience that appeals to the senses. Featuring an art exhibit highlighting art made from recycled materials, a sustainability-centric fashion show, and locally sourced food stations sponsored by Earth Fare, the reception will casually invite you to rethink sustainability.

Sponsored by



Schedule of Events

Tuesday, October 25

7:00 AM	Registration Opens Turnbull Conference Center at Florida State University
7:30 AM — 8:30 AM	Breakfast Buffet
8:30 AM — 8:45 AM	Introduction Vincent S. Long, Administrator, Leon County
	Keynote Presentation Joe Tankersley “Imaging a World of Sustainable Abundance”
9:00 AM — 10:00 AM	Session 5 Workshops — see page 10 for information
10:30 AM — 11:30 AM	Session 6 Workshops —see page 11 for information
12:00 PM — 1:15 PM	Lunch — Sponsored by FPL
	Introductions Mike Sole, Vice President, FPL
	Keynote Presentation Sustainable Regional Planning Panel Moderator: John Kaliksi, <i>Cambridge Systematics</i> Shelley Lauten, <i>President, MyRegion.org</i> Kathy Neill, <i>Director of the Office of Policy and Planning,</i> <i>Florida Department of Transportation, Tallahassee</i> Pat Steed, <i>Executive Director of the Central Florida Regional Planning Council,</i> <i>Bartow, FL</i>
1:15 PM — 4:00 PM	Offsite Tours —see back cover for information <i>Limited to 12 people per tour</i>



Sustainable Florida is a membership organization composed of companies, organizations and individuals dedicated to promoting the adoption of sustainable development principles that encourage economic prosperity within environmental limits to increase the social capital of communities statewide.

Visit www.SustainableFlorida.org

Sustainable Florida Standards

State Your Values

Identify your principles and goals in a public statement.

Be Involved

Make a commitment to citizen involvement, collaborative approaches, and community partnerships.

Promote Stewardship

Be a leader on environmental quality and resource conservation.

Meet People's Needs

Promote opportunity, equity, and improved quality of life.

Manage for Sustainability

Adopt best management practices, systems and new technologies.

Generate a Fair Return

Sustain your program through productivity and efficiency.

Keynote Speakers



Majora Carter

Majora Carter hosts the Peabody Award winning public-radio series: *The Promised Land*. She has a long list of awards and honorary degrees, including a MacArthur “genius” Fellowship. She founded Sustainable South Bronx in 2001 when few were talking about “sustainability”; and even fewer, in places like the South Bronx. Since 2008, her consulting company, MCG has exported climate adaptation, urban micro-agribusiness, and leadership development strategies for business, government, foundations, universities, and economically under-performing communities.

Greensburg (KS) Mayor Bob Dixon

Mayor Bob Dixon is a native Kansan and a resident of Greensburg since 1985. Dixon took office as Mayor of Greensburg in May 2008 and is leading the way in rebuilding the community after the May 4, 2007 tornado. Sustainable building, renewable energy and “green” technologies are the cornerstones of Greensburg’s recovery.



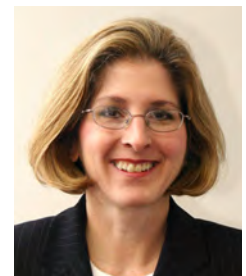
Joe Tankersley

Futurist Imaging a World of Sustainable Abundance

Joe Tankersley is a storyteller, futurist and creator of immersive experiences. For over 25 years he has helped organizations create compelling messages about their goals and visions for the future. He has worked with national and international corporations, NGO’s and governments. Joe employs a wide range of media tools; from oral storytelling to feature films and fully immersive physical environments to help communicate these messages of better tomorrows.

Sustainable Regional Planning Panel

We have a great closing plenary panel with regional and state leaders who are busy trying to design and implement sustainable communities plans. Moderated by Cambridge Systematics’ John Kaliski, panelists Pat Steed, Shelley Lauten and Kathy Neill will explore the sustainable communities planning efforts being undertaken by two distinct regions in Florida - Southeast Coast of Florida stretching from Indian River County to Monroe and the Heartland in the Central Florida Regional Partnership region. Along with a look at the Department of Transportation’s Horizon 2060 long-range strategic plan for Florida.



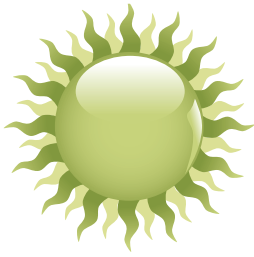
Kathy Neill



Pat Steed



Shelley Lauten



Session 1 Workshops

Monday, October 24

10:00 AM — 10:55 AM

Track: Sustainability in Higher Education

Room 114

Strategic Planning Workshop

Facilitators: **Carrie Kashar**, *Director of Sustainability, Florida International University*
Marco Benitez, *Director, Analysis & Assessment, Florida International University.*
Sponsored by 3M

This strategic planning dialogue in a roundtable format will focus on vision, mission and goals development for sustainability in higher education. Colleges and universities with sustainability offices trying to implement green initiatives will benefit from this interactive roundtable, where each participant will have the opportunity to add to the discussion to facilitate group learning. If your institution has a sustainability vision and mission statement, please bring it with you.

Track: Leadership Policy

Room 208

Future of Energy Policy

Moderator: **Barrie Moline**, *Florida Municipal Electric Association*

Panel: **Mike Antheil**, *Florida Association for Renewable Energy*
Matt Ubben, *Consumer Energy Alliance*
Susan Glickman, *Florida Business Network for a Clean Economy*

A look at what is really needed to ensure a strong energy future for Florida and a preview of Florida energy policy needs for the 2012 Session.

Track: Sustainability Professionals

Room 103

Net Negative Energy, Carbon & Water with Net Positive Economic, Ecological and Social Living Design

Panel: **Raymond Kaiser**, LEED AP,
Stewart Engineering Consultants, Inc., Sarasota

Kevin Songer, *MetroVerde, Jacksonville*

Our two presenters have considerable project experience in bringing state-of-the art technologies and design strategies in achieving Net Zero Energy and Integrated Water Management strategies that reduce energy and potable water demand by 90-100% for commercial and residential buildings. These environmental visionaries cover the whole system – land use and transportation, habitat restoration, green roofs and urban agriculture, rainwater and stormwater harvesting, microgrids, high performance buildings and alternative energy systems. In this panel discussion they will share their real-world insight and experience in transforming lofty goals and objectives into successful projects.

Track: Sustainability Grassroots

Room 214

Shared Solutions; Facilitation for Results

Moderator: **Dr. Tom Taylor**, *Shared Solutions: Facilitation for Results, Tallahassee*

Panel: **Daniel Parker**, *Tallahassee*
Kathryn Ziewitz, *Sustainable Floridians*

Exploring the “bottom up” approach and materials used during recent group trainings that included a neighborhood, a workplace, and a series of online webcasts to encourage individual responsibility and adoption of sustainable principles.

Session 2 Workshops



Monday, October 24

11:00 AM — 11:55 AM

Track: Sustainability in Higher Education
Room 114

Energy Efficiency and Climate Action Plans

Moderator: **Monique Brijbasi**, *St. Thomas University*

Panel: **Douglas Bucciarelli**, *State College of Florida*
Amber Lee, *Hillsborough Community College*
Jim Stephens, *Florida State University*
Zaida Darley, *University of South Florida*

One of the biggest areas of focus on college campuses is on the built environment and its operating expenses. Great strides are taking place to reduce consumption and increase efficiency, with consideration being given to climate action efforts. This panel will look at exciting steps on campus taking place around the state.

Track: Leadership Policy
Room 208

A Rising Tide Floats All Boats: New Sustainable Partnerships

Moderator: **Erin Deady, P.A.**

Panel: **David Thatcher**, *Town of Lantana*
Penni Redford, *City of West Palm Beach*
Kathleen Margoles, *City of Lake Worth*
Carisse LeJune, *City of Boynton Beach*

New and innovative partnerships in planning, grants, funding and initiatives to plan for and promote energy conservation among several municipalities.

Track: Sustainability Professionals
Room 103

Performance Contracting for Energy

Conservation: Leon County

Moderator: **County Commissioner Akin Akinyemi**

Panel: **Tom Brantley**, *Facilities Management*
Bryan Reardon, *Energy Systems Group, Inc.*
Chris Summers, *Energy Systems Group, Inc.*

Leon County has been working with Energy Systems Group, Inc (ESG) to enhance the energy efficiency and operational performance of County buildings. Leon County will lead a panel discussion with representatives from ESG on the measures in place to reduce the carbon footprint of County facilities. The panel will also provide information on opportunities available to engineering and architectural professionals in the area of performance contracting for energy conservation.

Track: Sustainability Grassroots
Room 214

What Companies Must Do to Survive!

Speaker: **Ben Moore**, *RS&H, Jacksonville*

Over the next several decades, it is estimated that as much as three quarters of the buildings in the US will be built or renovated. If not built thoughtfully, these projects will waste valuable resources and impair the environment. If built with care, they can play a key role in creating a sustainable future. As a result, those who plan, design, and construct capital improvement projects are tasked with a great responsibility. How can organizations capture the environmental, social and economic benefits of high-performance capital improvement projects? The session will look closely at national models and Miami-Dade County's Sustainable Capital Improvement Process Guidelines.



Session 3 Workshops

Monday, October 24

1:30 PM – 2:30 PM

Track: Sustainability in Higher Education
Room 114

Return on the Investment – Is This Really Worth It?

Moderator: **Greg Mason**, *Broward College*

Panel: **Evan Bollier**, *Eckerd College*
Jillian Buckholz, *AASHE*
Stephanie Sims, *UF*
Elizabeth Swiman, *FSU*

From the STARS program from AASHE to annual sustainability reports from the administration, significant steps are underway to demonstrate the effectiveness of outcomes. This panel will look at metrics and how best to share the information with the campus.

Track: Leadership Policy
Room 208

The Need for Water in Florida

Moderator: **City of Tallahassee Commissioner Nancy Miller**

Panel: **Mary Jean Yon**, *Audubon of Florida, Tallahassee*
Steven C. Bassett, P.E., *Plantation*

Business and residential demands for water are creating new challenges that threaten Florida's historical abundance of this resource. Using a sustainable approach, our water bodies would be protected from harm while balancing the needs of people and the economy. These presentations will elaborate on responsible and sustainable water policy and how these goals can be accomplished by tailoring the message to the appropriate audience. Examples include water conservation for large buildings with HVAC air conditioning cooling towers, projects undertaken by municipalities that save millions of gallons a day, and actions that residents can take.

Track: Sustainability Professionals
Room 103

Facility Optimization: From Design Through Operation

Speaker: **Jay Fecht**, *Olive Tree Energy, Tampa*

A general look at a new frontier for energy savings and sustainability related to building systems performance. This will include a detailed review of two often overlooked opportunities for substantial savings in the areas of: 1) building maintenance and 2) enhanced performance strategies for HVAC, refrigeration, ice production and water heating systems that can reduce energy usage way more than any other strategies.

Track: Sustainability Grassroots
Room 214

Leading by Example: Leon County – Cooperative Extension Partnership for the Green Demonstration Center

Moderator: **County Commissioner Kristin Dozier**

Panel: **Betty Miller**, *Leon County Cooperative Extension Office*
Will Sheftall, *Leon County Cooperative Extension Office*
Tom Brantley, *Leon County Facilities Management*
John Sojat, *Leon County Cooperative Extension Citizen Advisory Committee*

Throughout the state of Florida, local governments are teaming up with their cooperative extension programs to be a model for sustainable living. The panel will discuss Leon County's effort to convert its Cooperative Extension Building to a net-zero facility and highlight the role of grassroots efforts by local citizens in making the initiative a reality.

Session 4 Workshops

Monday, October 24

3:15 PM — 4:30 PM



Track: Sustainability in Higher Education

Room 114

Curriculum – Integrating Sustainability into Courses

Moderator: **Darlene Wedler-Johnson**, *State College of Florida*

Panel: **Anna Prizzia**, *University of Florida*
Rick Frazier, *Tallahassee Community College*
Dr. Ken Linderman, *Florida Institute of Technology*
Cliff Louime, *Florida Agricultural and Mechanical University*

While sustainability is an operating principle for many administrations, the real work begins in the classroom. How best to teach sustainability or integrate it into existing courses is a challenge. This panel will explore various options taken at different schools in Florida – workforce development, general education, majors and minors and entire schools.

Track: Leadership Policy

Room 208

Smart Growth and the Triple Bottom Line - National, State and Local Involvement in Redevelopment

Moderator: **Ralph DeMeo**, *Hopping Green & Sams, PA, Tallahassee*

Panel: **Satish Kastury**, *Environmental Consulting & Technology, Inc.*
Robert Franke, *Urban Visions, Plantation*
Sean McClendon, *Alachua County*

Government influences on redevelopment can strengthen human capital, improve the natural environment, and assist businesses. Smart Growth and the triple bottom line paradigms change the terms of the development debate away from the traditional growth/no growth question to “how and where should new development be accommodated.”

Track: Sustainability Professionals

Room 103

Planning for Sustainability: City of Tallahassee Department of Environmental Policy & Energy Resources

Moderator: **Cynthia Barber**, *City of Tallahassee, Director of Environmental Policy and Energy Resources*

Panel: **John Baker**, *City of Tallahassee*
Adam Jacobs, *City of Tallahassee*

It takes the entire village in an organization to develop a comprehensive sustainability plan. This session will cover the need for community involvement and department buy-in to address policy issues that move an organization forward to develop an Action Agenda.

Track: Sustainability Grassroots

Room 214

Community Gardening 101

Speaker: **Nathan Ballantine**, *Tallahassee Food Network, Tallahassee*

The presentation/workshop will cover food gardening and community garden basics: What can we grow? When? How much space do you need? What about sunlight, water, and soil? What are the different types of community gardens?



Session 5 Workshops

Tuesday, October 25

9:00 AM — 10:00 AM

Track: Sustainability in Higher Education
Room 114

Elementary School Goes Green with Hydroponic Gardening

Speaker: **Wendy Bernstein**, *Tarpon Springs*

Fifth-grade students at Tarpon Springs Elementary School learned about hydroponic gardening to grow healthy edible vegetables and herbs.

Track: Leadership Policy
Room 208

Leadership to Create Livable Communities

Moderator: **Cynthia Barber**, *City of Tallahassee, Director Environmental Policy and Energy Resources*

Panel:

- The Honorable John Marks**, *Mayor, City of Tallahassee*
- The Honorable Evelyn-Wynn Dixon**, *Mayor, Riverdale, GA*
- The Honorable Bob Dixson**, *Mayor, Greensburg, KS*
- Dr. Richard Feiock**, *Reubin O'D Askew School for Public Policy, FSU*

What does it take to really make a difference in a community?

Track: Sustainability Professionals
Room 103

Where Should All the Waste Go?

Moderator: **Maureen Schaefer**, *Kessler Consulting, Tampa*

Panel:

- Miriam Zimms**, *Kessler Consulting, Tampa*
- Shacafria Simmons**, *Sodexo, Tallahassee*
- Linda Dunwoody**, *Veolia Technical Services, Tallahassee*

An overview of state policy and local practices that will determine how to manage and divert solid waste in Florida.

Track: Sustainability Grassroots
Room 214

Tragedy to Triumph - Tropical Storm Fay to LEED Platinum in 18 months

Speaker: **Steve Sadler**, *Jacksonville*

After Tropical Storm Fay destroyed their home, Steve and his wife, Michaela, had to demolish their once beautiful home, raise the new home more than 6 feet off slab and build anew. The new home is now completed and has the honor of being one of the most energy efficient and sustainable homes in the State of Florida and was recently awarded Platinum certification from the Florida Green Building Coalition and Platinum LEED certification from the USGBC.

Session 6 Workshops



Tuesday, October 25

10:30 AM – 11:30 AM

Track: Sustainability in Higher Education

Room 114

Sustainability Education at K-12 Schools

Moderator: **Dr. Carlos S. Boueres**, Independent Consultant and *Tallahassee Community College*

Panel: **Greg Ira**, *Director, Office of Environmental Education, Florida DEP*
Latasha Fisher, *Science Curriculum Specialist K-12, Florida DOE*
Michelle R. Vasilinda, *Representative, Florida House and Tallahassee Community College*
Bill Montford, *Senator, Florida Senate and FL Association of School Administrators*

A panel presentation and discussion on the benefits of introducing a formal curriculum to the K-12 education levels focused on all aspects of sustainability. The panel members will address current state policies, legislative initiatives, integration of sustainability with other disciplines, training and certification of teachers, and economic and social impacts.

Thanks to the Educational Alliance for Sustainable Florida which recruited speakers for the Sustainability in Education track.

Track: Sustainability Professionals

Room 103

Alternative Transportation – Mass Transit or Your Car?

Panel: **Lynn Grinnell**, *St. Petersburg College*
Brian Waterman, *StarMetro, Tallahassee*
Tom Clark, *Tallahassee*

A look at exciting efforts to move communities to explore mass transit options. Focus on attracting the affluent bus commuters and showing real options when you design the system to get you to and from work and home.

Track: Leadership Policy

Room 208

Landscape Design – Defining Place with Aesthetics and More

Panel: **Jeff Caster**, *Landscape Architect, Florida Department of Transportation*
Mark L. Johnson, *Ecotone Land Design, Kissimmee*
Paul Rutkovsky, *Art Alleys, Tallahassee*

A look at how landscape design can shape the communities around us – including:

- Conservation and Beautification along Florida Roadsides
- Green Infrastructure and the Spirit of Place
- Art Alleys: Transforming Public Blighted Alleys into Green Cultural Destinations

Track: Sustainability Grassroots

Room 214

Turn Words into Action- Turn Action into Results

Moderator: **Sandra Manning**, *Utilities Marketing Manager*

Panel: **John Cox**, *Water Quality Enhancement Planning Chief*
Julian Ganoudis, *Key Accounts Rep.*
Paul Hurst, *Recycle Coordinator*

Whether running a small business or a growing household, understanding your monthly utility bill and waste generation patterns is an important step towards sustainability. In this session, find out the biggest contributors to utilities consumption and solid waste generation as well as what you can do to reduce both and save money. Learn what utility companies are doing to help and how you can take advantage of incentives and services.

Offsite Tours

Tuesday, October 25

1:15 PM — 4:00 PM

Limit to 12 participants per tour

Sign up early at registration desk for tours!

1. Growing Green

As urban agriculture and community gardening are expanding throughout many communities, the Growing Green tour offers the opportunity to visit the University of Florida IFAS Extension in Leon County to learn about their rainwater harvesting and cistern system and explore their demonstration gardens. Then off to Florida Agricultural and Mechanical University to tour their two rain gardens, community garden and sustainable landscape irrigation project.



2. Greenovation

Green technology continues to be a significant aspect of the new global economy. The Greenovation tour begins at Innovation Park, a research and development park where industry and government scientists work with major research universities to create the technology of tomorrow. The tour will include site visits to green tech companies, such as Danfoss Turbocor, as well as a visit to the High-Performance Materials Institute. The tour concludes with a visit to Florida State University's Off-Grid Zero Emissions Building project house.



3. Green Tech in the City

Learn about the City of Tallahassee's multi-million dollar, state-of-the-art Advanced Wastewater Treatment Facility, currently under construction and designed to significantly reduce wastewater nitrogen and phosphorous levels. The tour then heads to the City's Fleet Department to learn about their biodiesel processing plant, electric vehicle conversions, and other cutting edge technology taking place at the Green Shop.



4. Renew, Reuse, Recycle

Gain a greater understanding of the Three-Rs on this multi-stop tour of innovative organizations dedicated to diverting material from the landfill. The tour includes a stop at Marpan Recycling, a facility that handles construction and demolition material and yard waste. Next door is Veolia Environmental Services, which recycles fluorescent and High Intensity Discharge lamps, as well as electronics. The tour concludes with a trip to Recycled Fibers, the City of Tallahassee's consumer recyclables processor and the Sharing Tree, a reusable resource center that collects new and gently used material to be reused by teachers and artists, and other community groups.



Special thanks



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