2007 Oklahoma Sustainability Network Conference
Agenda (4/15/2007)

Friday, April 20, 2007					
8:30 AM 9:00 AM	Registration Breakfast Roundtables				
9:30 AM	Welcome: David Karoly, OU School of Meteorology				
	Track 1: Oklahoma Food and Farming (Auditorium)	**Track 2: Energy and the Future (Atrium)**	**Track 3: Lean, Mean, and Green (Room 3910, 3rd floor)**	**Track 4: Sustainable Industries (Board Room)**	**Workshops and Other Events**
10:15 AM	**1A. Economic Perspectives of Industrialized Agriculture** Roger McEowen, Iowa State Univ; Bill Heffernan, Univ of Missouri; Robert Taylor, Auburn Univ.	Break / View Exhibits			
10:30 AM Session A		**2A. The Future of Oklahoma Oil and Natural Gas** Dan Boyd, OK Geological Survey	**3A. The 5th Facade: Global Green Building** Jay Yowell, OU School of Architecture	**4A. The Future of Oklahoma Industry** Roy Peters, OAME; Sharron Jackson and Steve Stockwell, MetroTech; Susan Urbach, Oklahoma Small Business Development Center	
11:45 AM	Buffet Lunch - Oklahoma Foods				
12:45 PM	Keynote: Victor Davis Hanson, Hoover Institution at Stanford University "Redirecting Farming from Corporate Agriculture Back to Its Traditional Role in Society"				
	Break / View Exhibits				
2:00 PM Session B	**1B. Closer to Home: Healthier Food, Farms and Families in Oklahoma** Maura McDermott, Doug Walton, and Wylie Harris, Kerr Center for Sustainable Agriculture	**2B. Oklahoma Energy Review 2007 - The Energy Industry in Transition** Bobby Wegener, OK Deputy Secretary of Energy	**3B. Greening Government** Chief Bede Ley, Tinker AFB; Russell Claus, City of OKC; Ed Connell, FAA; Fenton Rood, DEQ (Moderator)	**4B. Overcoming Barriers to Sustainable Industry** K. Joy Nunn, Sustainable Solutions; Jim Warram, Xerox	
3:15 PM	Break / View Exhibits				
3:30 PM Session C	**1C. Sustainable Business Plans for Food and Farming: Building Markets that Make Sense and Cents** Richard Rubin, Entrepôt	**2C. Ethanol: Hot or Not?** Linda Wallace, OU Ray Huhnke, OSU Moderator: Todd Stephens, Tulsa Biofuels	**3C. Greening Your University** Deborah Dalton, OU; Mark Davies, OCU; Georgia Morgan and Bob Nall, UCO; Sarah Kimball, OSU	**4C. Waste Streams to Smart Streams** K. Joy Nunn, Sustainable Solutions, Inc.	
4:45 PM	Closing: Susan Savage, OK Secretary of State				
5:30 PM	Networking Reception				

OKLAHOMA SUSTAINABILITY NETWORK

2007 Oklahoma Sustainability Network Conference
Agenda (4/15/2007)

	Saturday, April 21, 2007				
8:30 AM 9:00 AM	Registration Breakfast Roundtables				
9:30 AM	Welcome - Bob Waldrop, Oklahoma Food Cooperative; Awards - Jay Yowell, OSN Past President				
	Track 5: The Big Picture (Auditorium)	**Track 6: Up Close and Personal (Room 5600, 5th floor)**	**Track 7: Growing Smart (Seminar Room)**	**Track 8: Ethics and Religion (Room 3910, 3rd floor)**	**Workshops and Other Events (Room 5720, 5th floor)**
	Break / View Exhibits				
10:30 AM Session A	**5A. Global Warming: Challenges and Opportunities for Oklahoma** David Karoly, OU School of Meteorology	**6A. A Consumer's Guide to Effective Environmental Choices** Deborah Dalton, OU Interdisciplinary Perspectives on the Environment	**7A. Fixed Guideway Transit: The Right Track for Central Oklahoma's Future** Mike McAnelly, Carter & Burgess, Inc.	**8C. Environmental Stewardship** Denny Hook	
11:45 AM	Buffet Lunch - Oklahoma Foods				
12:45 PM	Keynote: Doug McKenzie-Mohr, McKenzie-Mohr & Associates "An Introduction to Community-Based Social Marketing"				
	Break / View Exhibits				
2:00 PM Session B	**5B. Water Wars** Will Focht, OSU Env. Institute; Guy Sewell, East Central Univ.; Dave Dillon, Oklahoma Water Resources Board	**6B. Green Home Makeover** Kelly Parker, Guaranteed Watt Saver Systems Inc.	**7B. The Rural-Urban Interface** Alan Hart, VIA Architecture (remote transmission)	**8B. Sacred Activism and the Power of Inclusion** Jim Garrison, Wisdom University	**Community-Based Social Marketing Intensive Workshop (2:00 - 6:00)** Doug McKenzie-Mohr, McKenzie-Mohr & Associates
3:15 PM	Break / View Exhibits				
3:30 PM Session C	**5C. Environmental Impacts of Suburbia: Health Reasons for Smart Growth** Teresa Coffman, OU Interdisciplinary Perspectives on the Environment	**6C. Measuring and Reducing Your Ecological Footprint** Fenton Rood, Department of Environmental Quality	**7C. Crossroads Mall at a Crossroads: Opportunities for Green Redevelopment** Charlie Warnken, OU School of Planning	**8A. Religious Environmental Ethics** Mark Davies, OCU	
4:45 PM	Closing: Jim Garrison, Wisdom University				
5:30 PM	Networking Reception				

SIXTH ANNUAL
OKLAHOMA SUSTAINABILITY NETWORK CONFERENCE
Ideas to Action: Envisioning the Next 100 Years in Oklahoma

SCHEDULE AT A GLANCE

Time	Event	Location
8:30 a.m.	**Registration**	Atrium
9:00 a.m.	Breakfast Roundtables	Atrium
9:30 a.m.	**Welcome**	Atrium
10:15 a.m.	Break / Visit Exhibits	Atrium*
10:30 a.m.	**Breakout Session A**	*See below*
11:45 a.m.	**Lunch**	Atrium
12:45 p.m.	**Keynote Speaker**	Atrium
1:45 p.m.	Break / Visit Exhibits	Atrium*
2:00 p.m.	Marketing Workshop (*Sat. only*)	*See below*
2:00 p.m.	**Breakout Session B**	*See below*
3:15 p.m.	Break / Visit Exhibits	Atrium*
3:30 p.m.	**Breakout Session C**	*See below*
4:45 p.m.	**Closing**	Atrium
5:30 p.m.	**Networking Reception**	6th Floor

* other exhibits on patio and parking lot

Track Locations—Friday, April 20

Track 1: Oklahoma Food and Farming	Auditorium
Track 2: Energy and the Future	Atrium
Track 3: Lean, Mean, and Green	Room 3910 (3rd floor)
Track 4: Sustainable Industries	Board Room

Track Locations—Saturday, April 21

Track 5: The Big Picture	Auditorium
Track 6: Up Close and Personal	Room 5600 (5th floor)
Track 7: Growing Smart	Seminar Room
Track 8: Ethics, Religion, and Advocacy	Room 3910 (3rd floor)
Marketing Workshop	Room 5720 (5th floor)

KEYNOTE SPEAKERS

Victor Davis Hanson

Victor Davis Hanson is a Senior Fellow at the Hoover Institution, Stanford University, a professor emeritus at California State University, Fresno, and a nationally syndicated columnist for Tribune Media Services.

Hanson was a full-time farmer before joining CSU Fresno in 1984 to initiate a classics program. He was a National Endowment for the Humanities fellow at the Center for Advanced Studies in the Behavioral Sciences, Stanford, California (1992-93), a visiting professor of classics at Stanford University (1991-92), a recipient of the Eric Breindel Award for opinion journalism (2002) and an Alexander Onassis Fellow (2001) and was named alumnus of the year of the University of California, Santa Cruz (2002). He lives and works with his family on their 40-acre tree and vine farm near Selma, California, where he was born in 1953.

Doug McKenzie-Mohr

For over two decades Doug McKenzie-Mohr has been working to incorporate scientific knowledge on behavior change into the design and delivery of community programs. He is the founder of community-based social marketing, and his book, “Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing,” has become requisite reading for those who deliver programs to promote sustainable behavior.

Doug McKenzie-Mohr has worked internationally with a diverse array of governmental and non-governmental agencies, assisting them in identifying the barriers to behavior change and in developing and evaluating community-based social marketing initiatives to overcome these barriers. Doug McKenzie-Mohr has served as an advisor for Canada’s public education efforts on climate change, as the coordinator of the international organization “Holis: The Society for a Sustainable Future,” and as a member of the National Round Table on the Environment and the Economy.

Friday, April 20

8:30-9:30 a.m.
Registration (*Atrium*)
Continental breakfast and roundtable discussions

9:30-10:15 a.m.
Welcome (*Atrium*)
- David Karoly, Williams Chair Professor of Meteorology, OU

10:15-10:30 a.m.
Break / **Visit Exhibits** (*Atrium, Patio, and Parking Lot*)

10:30-11:45 a.m.
Breakout Session A

1A. Economic Perspectives of Industrialized Agriculture (*Auditorium*)
- Roger McEowen, Leonard Dolezal Professor of Agricultural Law, Iowa State University; Director of ISU Institute of Agricultural Law and Taxation
- Bill Heffernan, Emeritus Professor of Rural Sociology, University of Missouri
- Robert Taylor, Distinguished University Professor, Auburn University
  This session will address three topics: 1) globalization of agriculture and its impact on the family farm; 2) the "agri-food treadmill" and decision-making about food production; and 3) concentration and abuse of market power and resulting opportunities for small- and mid-sized farms.

2A. The Future of Oklahoma Oil and Natural Gas (*Atrium*)
- Dan Boyd, Petroleum Geologist, Oklahoma Geological Survey
  This presentation reviews the evolution of the Oklahoma oil and gas industry through time, the larger global issues that ultimately control it, and broad predictions as to where both the state and international energy communities are likely headed.

3A. The 5th Façade: Global Green Building (*Room 3910, 3rd floor*)
- Jay Yowell, Principal of jy architecture; Professor of Architecture, OU
  The 5th Facade will focus on how we can utilize the roofs of our buildings for earth roofs, solar panels, and rainwater collection.

4A. The Future of Oklahoma Industry (*Board Room*)
- Roy Peters, President, Oklahoma Manufacturing Alliance
- Sharron Jackson, CPP Director of Economic Development, Business and Industry, MetroTech BIS
- Steve Stockwell, Chief Business & Industry Services Officer, MetroTech BIS
- Susan Urbach, Oklahoma Small Business Development Center
  Industrial issues—cutting across the environmental, economic, and social dimensions—figure prominently in the sustainability debate. The plan and debate for a sustainable Oklahoma has begun. Economic development is crucially dependent on industrial development with its contribution to economic growth and with regard to the structural transformation of an economy. Panelists will explore their visions and share their analyses of the future for Oklahoma industry in sustainable development.

11:45 a.m. – 12:45 p.m.
Buffet Lunch – Oklahoma Foods (*Atrium*)

12:45-1:45 p.m.
Keynote: Redirecting Farming from Corporate Agriculture Back to Its Traditional Role in Society (*Atrium*)

- Victor Davis Hanson, Martin and Illie Anderson Senior Fellow at the Hoover Institution
  Professor Hanson will explore how farmers can reclaim their traditional role in society, which they have lost during the globalization and industrialization of agriculture. Farming inculcates values vital for democracy and freedom, and this transcends even the vital task of producing food. Modern agriculture, while producing great quantities of food, works against localism, family farms, and continuity on the land. With it, we lose key resources for creating and maintaining a democratic culture. Farmers can retain the lessons imparted from the land, even in a global economy. We can guide globalization to enhance rather than destroy local cultures. We can recognize the value of a population of farmers on the land, and with it a creed that is necessary to curb the tendencies of mass consumer societies and protect against the dangers of increasingly homogenized and globalized production of food.

1:45-2:00 p.m.
Break / **Visit Exhibits** (*Atrium, Patio, and Parking Lot*)

2:00-3:15 p.m.
Breakout Session B

1B. Closer to Home: Healthier Food, Farms and Families in Oklahoma (*Auditorium*)

- Maura McDermott, Communications Director, Kerr Center for Sustainable Agriculture
- Doug Walton, Community Foods Coordinator, Kerr Center for Sustainable Agriculture
- Wylie Harris, Lead researcher/writer of *Closer to Home*
  In this creative presentation, presenters ask the audience to think more deeply about food, nutrition and agriculture in Oklahoma. They will discuss the challenges as well as the social, environmental, and economic benefits of making locally grown foods more available in communities across the state.

2B. Oklahoma Energy Review 2007 – The Energy Industry in Transition (*Atrium*)

- Bobby Wegener, Deputy Secretary of Energy, State of Oklahoma
  This session presents an overview of Oklahoma energy legislation, worldwide petroleum supply and demand, and the potential of the emerging biofuels industry in Oklahoma.

3B. Greening Government (*Room 3910, 3rd floor*)

- Chief Bede Ley, Pollution Prevention Manager, Tinker AFB
- Russell Claus, Division Manager, Urban Redevelopment, City of Oklahoma City
- Ed Connell, Occupational Safety and Health, FAA
- Fenton Rood, *Moderator*, Waste Systems Planning Director, Oklahoma Department of Environmental Quality
  In this session, employees of local, state, and national government agencies will share their experience with making governmental operations more sustainable. Topics will include employee "green teams," the financial benefits of energy efficiency, and the importance of the green image to attracting and growing a new economy.

4B. Overcoming Barriers to Sustainable Industry (*Board Room*)

- K. Joy Nunn, Founder and COO, Sustainable Solutions, Inc.
- Jim Warram, Environmental Engineer, Xerox
  Sustainability is not environmentalism in disguise and does not mean suppressing business innovation or reining in economic growth. Sustainable industry is not "business as usual" either. Sustainable industry is industry that thinks about tomorrow today, and about economic, social, and environmental trends, risks, and opportunities. This is good for business! So why is it not "business as usual?" The panelists will explore the barriers encountered on the road to sustainability.

3:15-3:30 p.m.
Break / **Visit Exhibits** (*Atrium, Patio, and Parking Lot*)

3:30-4:45 p.m.
Breakout Session C

1C. Sustainable Business Plans for Food and Farming: Building Markets that Make Sense and Cents (*Auditorium*)

- Richard Rubin, Managing Partner of Entrepôt - Business Development Specialists
  Oklahoma has three vibrant urban areas identified by the census bureau. For many farmers, the distance to markets and relatively low population density of the state dictates that no one market will support all of the farmers and no one marketing strategy will fit all of the products that are being produced in this vast state. It is critical to the success of every family farm to identify multiple strategies that will work and the tactics and logistics necessary to implement those strategies. We will also discuss ways to ensure that the strategies, tactics and logistics fit the need of each farmer and each product.

2C. Ethanol: Hot or Not? (*Atrium*)

- Linda Wallace, Professor of Botany, OU; Director, Kessler Farm Field Laboratory
- Ray Huhnke, Professor in Biosystems and Agricultural Engineering, OSU; Associate Director of the Sun Grant Initiative – South Central Region
- Todd Stephens, *Moderator*, Co-Founder and Manager, Tulsa Biofuels
  Presenters will compare the relative sustainability of two methods of growing biofuel feedstock and provide a glimpse of current and future U.S. ethanol production, along with information about OSU's research program in ethanol production.

3C. Greening Your University (*Room 3910, 3rd floor*)

- Deborah Dalton, Professor and Director, Interdisciplinary Perspectives on the Environment, OU
- Mark Davies, Dean, Wimberly School of Religion and Graduate Theological Center, Oklahoma City University
- Georgia Morgan, Director of Environmental Health and Safety, University of Central Oklahoma
- Sarah Kimball, Assistant Extension Specialist and Adjunct Professor, Environmental Science Graduate Program, OSU
  Representatives from four Oklahoma universities will discuss the popular trend toward campus sustainability. Why is it important? What strategies can be used to appeal to decision makers? What role can students play in building a campus that is socially, environmentally, and economically responsible?

4C. Waste Streams to Smart Streams (*Board Room*)

- K. Joy Nunn, Founder and COO, Sustainable Solutions, Inc.
  Can manufacturers be both environmentally responsible *and* economically viable? Does 'green' have to cost more? Joy Nunn will answer these questions by pulling from more than two decades experience in manufacturing. By capturing waste streams previously destined for the landfill and repurposing them as a valuable new raw material source, companies are realizing the financial benefit of utilizing what they already own.

4:45-5:15 p.m.
Closing (*Atrium*)

- Susan Savage, Secretary of State, State of Oklahoma

5:30-7:00 p.m.
Networking Reception (*Observatory, 6th floor*)

Saturday, April 21

8:30-9:30 a.m.
Registration (*Atrium*)
Continental breakfast and roundtable discussions

9:30-10:15 a.m.
Welcome to a Better Life (*Atrium*)

- Bob Waldrop, President, Oklahoma Food Cooperative

10:15-10:30 a.m.
Break / **Visit Exhibits** (*Atrium, Patio, and Parking Lot*)

10:30-11:45 a.m.
Breakout Session A

5A. Global Warming: Challenges and Opportunities for Oklahoma (*Auditorium*)

- David Karoly, Williams Chair Professor of Meteorology, OU
  The latest scientific assessment of global warming will be described, based on the Fourth Assessment Report of the Intergovernmental Panel on Climate Change, which was released this year. Some of the challenges and opportunities for Oklahoma associated with global warming will be discussed.

6A. A Consumer's Guide to Effective Environmental Choices (*Room 5600, 5th floor*)

- Deborah Dalton, Professor and Director, Interdisciplinary Perspectives on the Environment, OU
  The presentation will provide an overview of environmental impacts of US consumption and recommendations for ways to change consumption patterns and behavior based on recommendations from the Union of Concerned Scientists.

7A. Fixed Guideway Transit: The Right Track for Central Oklahoma's Future (*Seminar Room*)

- Mike McAnelly, Senior Transportation Planner, Carter & Burgess, Inc.; FAICP Director
  Expanding urbanization, changing demographics, rising fuel costs, and air quality concerns are causing Oklahoma City and other communities to explore alternatives to the automobile. In 2006, the Central Oklahoma Transportation and Parking Authority unveiled results of the Oklahoma Fixed Guideway Transit Study. The study presents a unique opportunity for Central Oklahoma to put into action transportation solutions to improve connections among Oklahoma City's growth centers, enhance economic development opportunities, improve mobility, expand transportation options, and improve air quality. Taking the right track for transit and smart growth will make Oklahoma City a better place to live, work, play, and visit.

8A. Environmental Stewardship (*Room 3910, 3rd floor*)

- Rev. Denny Hook, Chair, Oklahoma United Methodist Environmental Coalition
  Rev. Hook will present a view of Christianity that affirms creation rather than seeing the earth as just a way station on the way to heaven. Salvation is redefined as including all of creation and not just the human species. This session will examine Christian faith's greatest contribution to be a counter to the greed, arrogance, and fear modes of living that now dominate our planet.

11:45 a.m. – 12:45 p.m.
Buffet Lunch – Oklahoma Foods (*Atrium*)

12:45-1:45 p.m.
Keynote: An Introduction to Community-Based Social Marketing (*Atrium*)

- Doug McKenzie-Mohr, Ph.D., McKenzie-Mohr Associates
  This session alerts participants to the challenges of fostering behavioral changes with solely informational campaigns and briefly overviews community-based social marketing. It concludes with a set of recommendations regarding how community-based social marketing can be supported within an organization and includes time for questions and discussion.

1:45-2:00 p.m.
Break / **Visit Exhibits** (*Atrium, Patio, and Parking Lot*)

2:00-6:00 p.m. – optional workshop
Community-Based Social Marketing Workshop (*Room 5720, 5th floor*)

- Doug McKenzie-Mohr, Ph.D., McKenzie-Mohr Associates
  This introductory workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behavior. Those who attend the introductory workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers & benefits, developing strategies, conducting a pilot, and broad scale implementation), and be exposed to numerous case studies illustrating its use.

2:00-3:15 p.m.
Breakout Session B

5B. Water Wars (*Auditorium*)

- Will Focht, Director, Oklahoma Water Resources Research Institute
- Guy Sewell, Ph.D., Professor of Environmental Health Sciences, Robert S. Kerr Endowed Chair, East Central University
- Dave Dillon, Director of Water Planning, Oklahoma Water Resources Board
  As resources become more limited, water is returning as an issue that needs to be addressed in Oklahoma. This session will examine the historical problem presented by access to water and the following years of proactive water resource management. Presenters will also address the revision of the state's comprehensive water plan by the Oklahoma Water Resources Board, which is understood to be the most sophisticated and rigorous water plan yet undertaken by any state.

6B. Green Home Makeover (*Room 5600, 5th floor*)

- Kelly Parker, President, Guaranteed Watt Savers
  This session will describe various energy and resource programs for residential homes. The session includes a video produced by the Oklahoma Sustainability Network showing three real-world home energy audits so participants can see typical problem areas and their solutions. There will be time for Q&A about participants' own homes.

7B. Living on the Edge: The Rural-Urban Interface (*Seminar Room*)

- Alan Hart, Founding Principal, VIA Architecture
  Alan Hart will be joining the OSN conference via remote transmission due to unexpected circumstances.
  The 'edge' between rural and urban lands has become less distinct in this automobile era of office parks, residential subdivisions, highway bypasses, and big box retail. Typically this imbalance is not the result of regulatory policies that further an urban agenda over a rural one, but rather the lack of them. In this presentation, Alan Hart will discuss the premise that in order to stabilize and nurture rural communities, collaboration is required with adjacent urban communities—and that the reverse is also true. The presentation will explore initiatives, measures, and issues associated with 'Living on the Edge' using current examples from the Pacific Northwest and how they might apply to Oklahoma.

8B. Sacred Activism and the Power of Inclusion (*Room 3910, 3rd floor*)

- Jim Garrison, President, Wisdom University
  Jim Garrison will discuss the data on the new wisdom culture that is emerging across the United States and the implications for America as we face the future and his belief that the emerging wisdom culture is the new moral majority of America. Our task is to exercise our power accordingly to bring a greater fusion between what we hold sacred and what we do in our communities.

3:15-3:30 p.m.
Break / **Visit Exhibits** (*Atrium, Patio, and Parking Lot*)

3:30-4:45 p.m.
Breakout Session C

5C. Environmental Impacts of Suburbia: Health Reasons for Smart Growth (*Auditorium*)

- Teresa Coffman, Adjunct Professor, Interdisciplinary Perspectives on the Environment, OU
  There are many environmental reasons for promoting compact city planning and smart growth. This session will explore the impact of the suburban environment on human health.

6C. Measuring and Reducing Your Ecological Footprint (*Room 5600, 5th floor*)

- Fenton Rood, Director, Waste Systems Planning, Oklahoma Department of Environmental Quality
  Ecological footprint analysis is the most modern method of environmental impact assessment. It was designed by professionals in a way that can be used by people who have virtually no environmental literacy. More importantly, it can be a useful tool for people to examine the consequences of their daily choices. The discussion will emphasize those choices and how to make positive changes.

7C. Crossroads Mall at a Crossroads: Opportunities for Green Redevelopment (*Seminar Room*)

- Charlie Warnken, Assistant Professor of Regional and City Planning, OU
  The session will discuss some of the current issues facing Crossroads Mall in Oklahoma City, including emerging opportunities for "greening" the area. Participants will identify some of the sustainable development issues associated with large retail complexes and generate ideas and action steps to ensure that redevelopment meets some of the ideals of sustainability. Attendees will have the opportunity to see how achieving the three E's of sustainability involves substantial trade-offs. The session will be interactive; attendees will discuss and generate ideas for redevelopment of the area.

8C. Religious Environmental Ethics (*Room 3910, 3rd floor*)

- Mark Davies, Dean, Wimberly School of Religion and Graduate Theological Center, Oklahoma City University
- Dann May, Adjunct Professor of Religion, Wimberly School of Religion and Graduate Theological Center, Oklahoma City University
  This presentation will consist of a brief overview of the environmental principles and attitudes in the major world religions including Hinduism, Buddhism, Islam, Christianity, Judaism, Sikhism and Baha'i.

4:45-5:15 p.m.

Closing (*Atrium*)

- Jim Garrison, President, Wisdom University

5:30-7:00 p.m.

Networking Reception (*Observatory, 6th floor*)