



SCHEDULE AT A GLANCE

FRIDAY, JUNE 11TH

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	Sustainable Business Track	Green Building Track
8:30-9:00	Registration Starts / Visit Exhibits	
9:00-9:45	Conference Welcome & Keynote Address “Comfortable, Available, Sustainable” by Michael Patton (Director of the Metropolitan Environmental Trust)	
9:55-10:40	Tourism ECO Certification / Economic Impact on Oklahoma Jessica Blackstock & Barbie Elder (Oklahoma Tourism & Recreation)	OSN Green Building Codes Project Jim Roth (Phillips Murrah)
10:45-11:30	Barriers to Implementing Sustainable Approaches Mary Ellen Ternes (McAfee-Taft)	Green Building 101 Trey Parsons (Enersolve) Lee Pace (Pace Applied Technology)
11:40-12:25	Tools for Small Businesses: Greening Your Business Plan Susan Urbach (UCO Small Business Development Center)	Green Building Costs, Benefits, and ROI Andrea Palmer (GWS); David Greenwell CPA (Cole & Reed); Sarah Spencer-Workman (OSN); John Madden (ICF Construction); Les Pace (Pace Applied Technology)
12:35-1:30	Lunch followed by Citizens of Bokoshe Roundtable Moderated by Harlan Henges. Please Visit Exhibits during break.	
1:45-2:30	How Lean and Green Works for Businesses Marc Jensen and Terry Smith (OU Lean Institute) Kurt Middelkoop (Texas Manufacturing Alliance)	Sustainable Development Policy & Advocacy Jamie Jamieson (Village Builders); Bud Scott (Sierra Club); John Madden (ICF Construction); David Greenwell CPA (Cole & Reed); Sarah Spencer-Workman (OSN)
2:35-3:20		Introduction to the Living Building Challenge <i>Approved for 1 AIA CEC</i> Craig Immel (Green Property Funds)
3:30-4:15	Energy Independence: An Economic Development Strategy Temur Akhmedov (Oklahoma Green Business Alliance)	Micro-Charrette: Green Retrofit of an Existing Building Jeff Wegener & Jason Hukill (LWPB Architecture) Craig Immel (Green Property Funds)



SCHEDULE AT A GLANCE

SATURDAY, JUNE 12TH			
	Personal & Organizational Action - Track One	Personal & Organizational Action - Track Two	
8:30-9:00	Registration Starts / Visit Exhibits		
9:00-9:45	Welcome & Presentation from Paul James, the Gardener Guy		
9:50-10:35	Public Relations: Making the Media Work for You Debbie Anglin (Anglin Public Relations)	Homeowners Workshop A first of its kind one stop shop for anyone interested in sustainable home improvement	<i>Field Trip</i> Tour of the Homestead School (off-the-grid living)
10:45-11:30	Opportunity Knocks: Building Community Resilience Christine Patton & Shauna Struby (Transition OKC)	Panelists: Temur Akhmedov Asia Scudder Todd Cox Trey Parsons Mike Charles Bob Willis	All field trip participants should meet at the DEQ booth at 9:45 a.m.
11:40-12:35	Message, Management, & Money: Fundraising for Chapters Sandra Levan Consulting		
12:40-1:40	Lunch followed by OSN Awards Presentation and Keynote Speech by Katherine Hayhoe (Lead author of federal report on "Global Climate Change Impacts in the United States")		
1:50-2:35	Strategic Planning for Chapters Gayle Farley (OKC Community Foundation)	OK Legislative Review & Workshop Bud Scott (Director, OK Sierra Club)	Panel: Building a Diverse Sustainability Community Moderator - Paul Reeves (Langston University) Steve Zeng Tammy Steele Randal Ware
2:45-3:30	Community Coalition Building Brian Dougherty (OKC Community Foundation)	Youth & Sustainability Dream Green Workshop Jane Talkington (OSU)	
3:40-4:25	Becoming a Citizen Journalist Gene Perry (Voices of Oklahoma)		

Welcome to the 9th Annual Conference of the

OKLAHOMA
SUSTAINABILITY
NETWORK

OSN



June 11-12, 2010

University of Central Oklahoma

www.oksustainability.org

Welcome to the ninth annual conference of the Oklahoma Sustainability Network!

Since the early years of OSN, the conference has been an important part of our mission to promote responsible stewardship of our economy, community, and environment. Today OSN is maturing as an organization, with eleven chapters across Oklahoma and many exciting projects, some of which you can hear about in the presentations this weekend.

We want to thank all attendees and everyone who has played a role in the work of OSN over the years. We hope you will leave inspired in your efforts to ensure a sustainable future for us all.

Sincerely,
The Conference Planning Committee
Eric Pollard, Chair



ABOUT OSN

The Oklahoma Sustainability Network (OSN) serves to connect and educate the people of Oklahoma concerning the many aspects of sustainability. Interest areas range from agriculture to commerce, energy to education, and design to preservation. OSN also serves as a local interest group that works with national sustainability organizations.

Originating from a small group of people meeting for community gardening and coffee chats in Norman, OSN has grown to become a statewide non-profit organization with hundreds of members in eleven regional chapters and a statewide list-serve.

Find more information and locate your local chapter at:

www.oksustainability.org

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CONGRATULATIONS TO THE WINNERS OF THE 2010 OSN AWARDS!

Emma McCauley Leadership Award: April Harrington

April Harrington established Earth Elements Farm in 1998 and Earth Elements Market & Bakery in 2007, which today provide more than 200 products using local, organic ingredients. She was instrumental in the growth and management of the Oklahoma Food Cooperative, serving as the Treasurer since 2006 and contributing thousands of hours of her time to promoting a sustainable local food system. She has spoken across the country on local food issues and is frequently contacted as a resource for sustainable business knowledge.

Mother Earth Award for Sustainability Education: Chad Settle & Christine Patton (tie)

Chad Settle has played a vital role in the Community Food Projects federal grant and Oklahoma Buy Fresh, Buy Local campaign. He successfully coordinated numerous partners, government agencies, and a complicated budget, and the project has already fostered several active campaigns, including Global Gardens, North Tulsa EATS, and BFBL in Green Country, with plans to expand in central Oklahoma and Stillwater. In addition to his work on BFBL, Chad is a professor of environmental economics at TU, advisor to the environmental student group, Earth Matters, and an active member of Sustainable Green Country.

Christine Patton started the Peak Oil Hausfrau blog in 2008 to explore how a suburban mother with a young family could “learn to garden, preserve the harvest, bake, cook, clean, defend and care for her family in a world of declining energy availability.” She has received national attention for her writing, which covers a wide range of sustainability topics, from the merits of grass-fed beef, to the ins-and-outs of cooking with a solar oven and systemic analysis about energy supply and demand. She is also co-chair of Transition Town OKC, which officially became the nation’s 27th Transition initiative in May 2009. In her work on these projects and others, she has repeatedly demonstrated an ability to educate, inspire, and collaborate at the grassroots level to work for whole systems change.

Green Business Award: Native Roots Market

Native Roots Market, started by Sara Kaplan and Matt Runkle in 2007, is a unique sustainable and local foods grocery store in Norman. All products at Native Roots come from small, local farms, independent and/or locally-owned food producers, or companies with strict ecological and ethical standards. Waste is minimized through recycling of cardboard, plastics, aluminum, glass, and paper, and food waste is composted for use in employee gardens or donated to the Little River Zoo. What cannot be recycled, composted or donated is weighed and recorded every month to ensure accountability and incentives for improvement. Native Roots has also been a vital community resource for Norman. They frequently provide support and meeting space for local groups and have co-sponsored numerous events related to sustainability, such as Bike Against Hunger and the International Day of Climate Action.

FRIDAY, JUNE 11

8:30-9:00 a.m.

Registration Starts / Visit Exhibits

9:00-9:45 a.m.

Conference Welcome & Keynote Address

“Comfortable, Available, Sustainable”

by Michael Patton

(Director of the Metropolitan Environmental Trust)

9:55-10:40 a.m.

Sustainable Business Track

“Tourism ECO Certification / Economic Impact on Oklahoma”

Jessica Blackstock & Barbie Elder

(Oklahoma Tourism & Recreation)

In September of 2009, the Oklahoma Tourism and Recreation Department in partnership with the Oklahoma Department of Environmental Quality launched ECO, Encouraging Conservation in Oklahoma. ECO works with hotels, lodges, restaurants, events and attractions to implement best practices and promote these destinations to the growing number of travelers who focus on sustainability. Still in its infancy, the ECO program has already been recognized by national media including USA Today. Today’s presentation will focus on the economic impact of tourism and the ECO program.

Green Building Track

“OSN Green Building Codes Project”

Jim Roth (Phillips Murrah)

OSN has been awarded a \$500,000 stimulus grant to modernize Oklahoma building codes for energy efficiency and develop a skilled

workforce to compete in an energy wise economy. Project Director Jim Roth will provide an overview of this exciting new project and its potential for Oklahoma.

10:45-11:30 a.m.

Sustainable Business Track

“Barriers to Implementing Sustainable Approaches”

Mary Ellen Ternes (MCAFEE-TAFT) will review legal and policy challenges encountered by entities attempting to implement sustainable measures such as brownfields redevelopment, energy efficient construction, water conservation and on-site power generation.

Green Building Track

“Green Building 101”

Trey Parsons (Enersolve)

Lee Pace (Pace Applied Technology)

Temur Akhmedov (AEG Power Solutions USA)

Jamie Jamieson (The Village Builders)

Sarah Spencer-Workman (OSN Building Codes Project)

What is green building? Why is it a key component in creating a more sustainable Oklahoma? What can individuals and businesses do to green their properties? This panel brings together some of Oklahoma’s best green builders and building analysts to answer these and other frequently asked questions about building green.

11:40 a.m.-12:25 p.m.

Sustainable Business Track

“Greening Your Business Plan”

Susan Urbach (Director, UCO Small Business Development Center) will discuss how a business plan is an ongoing process, as is sustainability. What a plan does is to look forward from where you are to where you want to go next. An infusion of green into the

planning process can help your company start on the path of having sustainability as part of your businesses' culture and practice and positively impact your company's bottom line at the same time.

Green Building Track

“Green Building Costs, Benefits, and ROI”

Andrea Palmer (GWS)

John Madden (ICF Construction)

Les Pace (Pace Applied Technologies/PiEEF)

David Greenwell CPA (Cole & Reed)

Sarah Spencer-Workman (OSN Building Codes Project)

Two of the greatest challenges preventing mass market adoption of sustainable practices in new construction and existing buildings are the perception that green building always costs more and a limited understanding of financing options for implementing green strategies. Our panelists will make the financial case for building and developing green projects.

12:35-1:30 p.m.

LUNCH

followed by

Citizens of Bokoshe Roundtable

Moderated by Harlan Hentges.

1:45-3:20 p.m.

Sustainable Business Track

“How Lean and Green Works for Businesses”

Marc Jensen and Terry Smith (OU Lean Institute)

Kurt Middelkoop (Texas Manufacturing Assistance Center)

The University of Oklahoma Lean Institute has recently launched a new training and certification program that applies the techniques from Lean Manufacturing as tools for environmental conservation. Since one of the primary focuses of Lean is on waste elimination, only minimal adjustment to Lean philosophies is necessary to position these tools to help all kinds of organizations address the root causes

of environmental waste within their processes. This session is a brief introduction into how the Lean and Green program works, outlining some of the initial successes that have come out of it.

1:45-2:30 p.m.

Green Building Track

“Sustainable Development Policy & Advocacy”

Jamie Jamieson (The Village Builders)

Bud Scott (OK Sierra Club)

John Madden (ICF Construction)

David Greenwell CPA (Cole & Reed)

Sarah Spencer-Workman (OSN Building Codes Project)

Property owners, builders, developers and other construction industry professionals throughout the nation are learning the value and effectiveness of green building policy and incentives. This panel will describe what can be done at the neighborhood, city and state levels to advocate for policies that align the best interests of the public, private real estate owners and our planet.

2:35-3:20 p.m.

Green Building Track

“Introduction to the Living Building Challenge”

Approved for 1 AIA CEC

Craig Immel (Green Property Funds)

The purpose of the Living Building Challenge is straightforward - it defines the most advanced measure of sustainability in the built environment possible today and acts to diminish the gap between current limits and ideal solutions. This certification program covers all building at all scales and is a unified tool for transformative design, allowing us to envision a future that is Socially Just, Culturally Rich and Ecologically Benign.

3:30 - 4:15 p.m.

Sustainable Business Track

“Energy Independence: Economic Development Strategy”

Temur Akmedov (Centaurus Technologies and Innovations)

When addressing the fundamental question of survival of our economy and way of life, we can actually build a foundation for future long-term and sustainable prosperity. Fossil fuels will probably play ever more significant role in our society as we quit wasting and burning it. As a great Russian chemist, inventor of the periodic table of elements, Dmitri Mendeleev said almost 150 years ago: “To burn oil means to stoke a stove with banknotes.” The same could be said about coal and natural gas. Stemming from best traditions of explorers and pioneers of the West and ages old cultural heritage of Native Tribes of harmonious co-existence with nature, Oklahoma could leap forward into new age of Energy Independence.

Green Building Track

“Micro-Charrette: Green Retrofit of an Existing Building”

Jeff Wegener & Jason Hukill (LWPB Architecture)

The greatest opportunity for greening our built environment over the next several decades will be through the retrofitting of Oklahoma’s existing building stock. In this workshop, you will gain a unique perspective of the practical steps required to retrofit an existing structure for energy and water efficiency, occupant health and comfort, as well as building material reuse and conservation. LWPB Architecture will share their experiences in converting a run down Norman building into their LEED Silver Certified branch office.

SATURDAY, MARCH 29

8:30-9:00 a.m.

Registration Starts / Visit Exhibits

9:00 - 9:45 a.m.

Welcome & Presentation from
Paul James, the Gardener Guy

9:50-12:35 a.m.

Field Trip

“Tour of the Homestead School”

(off-the-grid living)

All field trip participants should meet at the DEQ booth at 9:45 a.m.

Personal & Organizational Action - Track 2

“Homeowners Workshop”

Temur Akhmedov (Oklahoma Green Business Alliance)

Asia Scudder (organic & water efficient landscapes)

Todd Cox (insulation / weatherization)

Trey Parsons (energy audits)

Mike Charles (indoor air quality)

Bob Willis (on-site renewable energy)

This year's homeowners workshop is designed to be a one-stop-shop for all things green home improvement. We have nearly everything covered and can answer any question you have when it comes to creating a sustainable, healthy home. Multiple businesses will be in the room for consultation!

9:50-10:35 a.m.

Personal & Organizational Action - Track 1

“Public Relations Open Mic”

Debbie Anglin (Anglin Public Relations)

Sustainability leaders and volunteers are encouraged to bring their questions about how to increase public awareness and participation in their organizations and events. Public relations expert Debbie Anglin will answer questions and offer ideas and solutions to find and connect with people who would care about the mission of your organization.

10:45-11:30 a.m.

Personal & Organizational Action - Track 1

“Building Community Resilience: Transition OKC”

Christine Patton & Shauna Struby (Sustainable OKC)

What is resilience? How does it help communities face the challenges of economic uncertainty, energy volatility and climate change? Take an engaging and educational ride through tools and tips designed to not only start your community on the road to transitioning from vulnerability to sustainability and resilience, but to envisioning and developing an abundant, thriving future.

11:40 a.m.-12:35 p.m.

Personal & Organizational Action - Track 1

“Message, Management, & Money”

Sandra Walling LeVan (Non-Profits Consulting Group)

This session is designed as an overview of the “thorny” topic of how to develop the resources necessary to fund the work of your organization. It’s a jungle out there in the fundraising world, and those organizations that are the best messaged and managed will be in the best position to succeed. Find out where the money comes from and, more importantly, how can you find enough to fulfill your mission!

12:40-1:40 p.m.

LUNCH & KEYNOTE ADDRESS

Katherine Hayhoe (Lead author of federal report on “Global Climate Change Impacts in the United States”)

1:50-2:35 p.m.

Personal & Organizational Action - Track 1

“Strategic Planning for Chapters”

Gayle Farley (OKC Community Foundation)

This session will provide guidance for OSN chapters and other organizations in developing a well thought-out strategic plan that will help to clearly define your organization’s opportunities and challenges and supply a framework for how to turn your vision into reality.

Personal & Organizational Action - Track 2

“Working with Policy Makers/Oklahoma Legislative Review”

Bud Scott (Sierra Club)

Even in a down financial year, lawmakers were busy with numerous bills related to energy, environment and other sustainability issues. Our state congressional members, by their own admission, are more easily swayed on issues by constituents than those at our nation’s capitol. Find out what’s happening at the state capitol and how you can best influence legislators to promote sustainability.

1:50-4:25 p.m.

Community Forum

“Building a Diverse Sustainability Community”

Moderator: Paul Reeves (Langston University)

Panelists: Randal Ware, Steve Zeng, Tammy Steel

Minority communities in Oklahoma are doing tremendous work on a number of sustainability issues and adding incredible value to the

Oklahoma Sustainability Network. Join this open forum to discuss how to create, nurture, and sustain relationships between organizations and individuals with diverse backgrounds.

2:45-3:30 p.m.

Personal & Organizational Action - Track 1

“Community Coalition Building”

Brian Dougherty (OKC Community Foundation)

Who and what makes a community sustainable? How do different businesses, organizations, and governmental entities work towards similar goals while preserving their important niches? Where and how do you start?

2:45-4:25 p.m.

Personal & Organizational Action - Track 2

“Youth & Sustainability Dream Green Workshop”

Jane Talkington (OSU)

Youth have the most at stake when it comes to building the communities that will make up a more sustainable world. What does your ideal sustainable community look like and what are the practical steps towards getting us there? The Dream Green Workshop is your opportunity to begin making that dream a reality in your community.

3:40-4:25 p.m.

Personal & Organizational Action - Track 1

“Becoming a Citizen Journalist”

Gene Perry (Voices of Oklahoma)

Online media has opened the door for citizens of all backgrounds to have a public voice. Gene Perry, editor of the community journalism project Voices of Oklahoma, will discuss techniques for producing your own media, including blogs, interviews, news articles, online videos, and podcasts.

CONFERENCE EXHIBITORS

Please take some time to visit our conference exhibitors.

Boldt Construction Co.

Carrie Dickerson Foundation

C.H. Guernsey & Company

Norman Fair Trade

OGE Energy Corp.

OK Green Business Alliance

OK Department of Environmental Quality

OK Food Cooperative

OK Sierra Club

OK Water Resources Research Institute

OK Windpower Initiative

OSU Biosystems & Agricultural Engineering

OSU Environmental Science Graduate Program

OSU-OKC Horticulture Department

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