

Taking Advantage of the Growing Green Economy

Real People. Real Solutions. Real Opportunities!

Speaker Information

Gary Craft: Craft Consulting Group (www.craftconsulting.net)



Gary W. Craft is the founder and principal of Craft Consulting Group and has extensive experience in economic development, real estate, market research, financial analysis, and strategic planning. He has directed and managed a wide range of consulting assignments including analysis of local and regional economies, industry cluster studies, feasibility studies, and sustainability strategies for private and public sector clients. Mr. Craft recently completed a training manual for companies looking to adopt green office practices and an in-depth study on the San Francisco East Bay's green economy with an action plan for developing a sustainable regional economy based on several industry clusters including clean technology, renewable energy, green building, and environmental services. He is currently working with the California Air Resources Board and Pendergast & Associates on an outreach campaign to small businesses and with the City of Riverbank on a branding and marketing plan for a green I industrial park. Mr. Craft has also made numerous presentations on the Green Economy and Sustainable Development to a variety of organizations including city councils, Mayor's Conference, business and professional associations, Chambers of Commerce, civic organizations, and the APWA NorCal Chapter Sustainability Workshop. He chairs the Concord Chamber of Commerce Green Business Committee and is a member of the U.S. Green Building Council.

Stefan Muhle: Orchard Hotel & Orchard Garden Hotel (www.theorchardhotel.com)



Stefan Mühle understands and exemplifies 'greening' the hospitality industry as demonstrated when he and his team opened the newly built, \$21 million Orchard Garden Hotel, California's first LEED-NC® certified hotel by the US Green Building Council (USGBC). Its sister property, the award-winning Orchard Hotel, earned its own LEED-EB certification in March 2009. LEED (Leadership in Energy & Environmental Design) is the USGBC's system for designing and constructing the world's greenest, energy-efficient, high performing buildings. By implementing his extensive international hotel experience and strategic marketing savvy, Stefan has created two of the finest (and 'greenest'!) boutique hotels in the country.

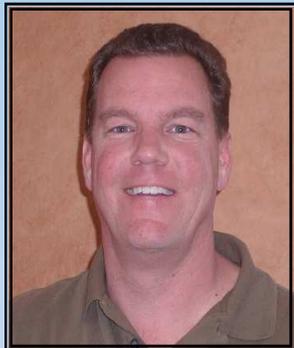
In 2008 Stephan was promoted to Regional Director by management company Portfolio Hotels & Resorts thereby assisting the Orchard Hotels' sister properties with their own 'greening' programs. Stefan's leadership has earned the Orchard Hotels numerous awards including the 2009 CoolCalifornia.org Small Business Excellence Award; 2008 TripAdvisor Traveler's Choice Award for Best Luxury Hotel - United States; one of Conde Nast Traveler's "138 Top New Hotels in the World" for 2007; "Best Place to Work in the Bay Area" in 2005-2009 by the San Francisco Business Times; San Francisco's 2007 Certified Green Small Business Award and a Hotel Heroes Lifetime Achievement Award in 2008, among others.

Thomas Ackerman: Spirit Graphics (<http://www.sgink.net/greenEssentials.html>)



Thomas Ackerman, Jr., a principal at Spirit Graphics and Printing, Inc. for more than 15 years, continually looks for ways to better serve his clientele. Thomas' key accomplishment centers on the *Green Essentials* program, which he implemented to employ more sustainable, environmentally sound business practices. As a result, Spirit Graphics and Printing, Inc. has won several prestigious environmental awards, including the *What They Think 2009 Thought Leader* award. The latest award, the Business of the Year award, is part of the CoolCalifornia.org annual Small Business Award Program, administered by the California Air Resources Board recognizes small California businesses and organizations (under 100 employees) that demonstrated exceptional leadership and made notable, voluntary achievements towards reducing their climate impact. Key climate friendly actions that Spirit Graphics implemented include recycling 100% of their aluminum press plates and 90% of their paper waste; using low and no volatile organic compound inks; using Computer to Plate Processing Technology (eliminates film, plate and proof processing while saving time, money and the environment); relocating their facility to save time, gas and energy; and using wind energy for all printing.

Bill Wygal: Bill's Ace Hardware (www.billsacehardware.com/)



Bill Wygal is the third generation to own and operate several successful hardware stores. Started in 1948 by his grandfather, Bill's Ace Hardware (named after the founder) now has six stores in Contra Costa County and is a Certified Green Business which tries to use environmentally friendly business practices every-day. Since 2006 the company cut its paper usage by over 1/3 and hopes to continue the progress to "paperless". Bill provides receptacles at each store for customers to properly dispose of their alkaline batteries and continues to work on a permanent, convenient program for the safe collection and disposal of fluorescent bulbs and tubes. The company has installed skylights and advanced day lighting technology in its stores to create a better shopping experience by providing natural sunlight as the primary source of light during business hours. This day lighting feature improves lighting quality as well as energy and financial savings. Electric lighting use has been greatly reduced and short-term monitoring indicates a savings of 65% annually or 4.9 kwh/ft². The company also conducted a standard lighting retrofit by upgrading fluorescent fixtures to T-8s with electronic ballasts. These efforts dramatically reduced their energy consumption and therefore, greenhouse gas emissions. In addition to its green business practices, Bill's Ace Hardware also sells various green products and merchandise.



Tracey Grose: Collaborative Economics (www.coecon.com/)



Tracey Grose, Vice President of Research and Strategic Development at Collaborative Economics, has in-depth analytical experience in the study of regional development issues with a focus on the global economy and the green economy. Tracey has led the development of a taxonomy of “green industries” and a database of current firms with business activities concentrated in providing goods or services aimed at reducing or reversing environmental impacts. This work has been published in the *Many Shades of Green: Diversity and Distribution of California’s Green Jobs*, *California Green Innovation Index*, the *Index of Silicon Valley*, and in the “Clean Technology and the Green Economy” report for the California Regional Economies Project. Her firm also worked in partnership with The Pew Charitable Trusts to develop a clear, data-driven definition of the clean energy economy and conducted the first-ever hard count across all 50 states of the actual jobs, companies and venture capital investments that supply the growing market demand for environmentally friendly products and services. Tracey led this nationwide “*Clean Energy Economy*” study on behalf of the Pew Charitable Trusts. Her firm also worked with the California Economic Strategy Panel to define California’s green economy and provide state government policy leaders with answers to the questions of what makes up the green economy, what jobs are being created, and what economic policy issues need to be addressed.

Spencer Brown: Rent a Green Box (www.rentagreenbox.com)



Spencer Brown is the founder of Rent-a-Green Box, the first, comprehensive zero-waste pack and move solution in America. Brown, an Orange County resident and eco-entrepreneur, converts massive amounts of trash mined from local landfills into a suite of sustainable, cradle to cradle, zero-waste packing and moving products that can revolutionize the American and international moving industry. Applying his patented NANO technology to recycled plastic trash, Rent-a-Green Box converts the colorful plastic bottles found under your kitchen sink and laundry room into a series of durable, rentable and reusable moving boxes called Recopacks [recycled ecological packing solution]. Recopacks are rented on a weekly basis and delivered directly to consumers, small businesses, and large corporations on a fleet of 100% bio-fuel and waste vegetable oil powered delivery trucks, reducing daily emissions by 78% and creating California’s first Green Delivery System.

For every 100 Recopacks rented, over 500 pounds of hard to recycle plastic trash is removed from our landfills, over 350 pounds of packing and moving waste is prevented from entering our landfills, fuel consumption is reduced by 50 gallons, 300 gallons of water is saved, over 2,500 pounds of carbon dioxide emissions are prevented from entering our atmosphere, and 3 trees are saved from being converted into a limited use, disposable cardboard box, that could ultimately end up in our landfills. In addition to the Recopack, Spencer has created over 13 zero-waste moving products made from 100% recycled trash including hand dollies from empty aluminum beer and soda cans, compostable packing peanuts from newsprint sludge that bio-degrade in a garden, and reused cereal boxes and food packaging used in place of Styrofoam peanuts to protect dishes and other breakables during transport.



Kristine Mazzei: Green Capital Alliance (www.valleyvision.org/)



Kristine joined Valley Vision in 2004 as the project manager for Partnership for Prosperity, a unique collaboration that united 34 economic development organizations to create a regional economic development strategy. She currently manages the Green Capital Alliance, an outgrowth of Partnership for Prosperity that focuses on making the Sacramento region a leader in sustainable energy and clean technology. Valley Vision is a nonprofit association of people and organizations working to secure the social, environmental and economic health of the Sacramento Region. The Green Capital Alliance aims to achieve two equally important goals—growing the clean technology sector into a defining feature of the Sacramento regional economy and making the six-county Sacramento region a leader in sustainability. The Green Capital Alliance unites employers, academic and research institutions, economic development and community organizations, and local governments behind this shared purpose. Valley Vision is pleased to serve as the project manager and the lead staff for The Green Capital Alliance, helping to align the efforts of its partner organizations.

Duane O'Donnell: Business Environmental Resource Center (www.sacberc.org/Web/programs/ssbp/aboutus.php)



Duane, the Sacramento Regional Recycling Market Development Zone Administrator, helps small recycling businesses get established, find locations, and take advantage of low interest loans and grants. Duane, also the manager of the Sacramento Sustainable Business Program, which is operated by the Business Environmental Resource Center (BERC) and sponsored by the Sacramento Regional County Sanitation District, the Water Forum, the Sacramento Municipal Utility District, and the Regional Water Authority. The Sacramento Sustainable Business Program promotes businesses, organizations, and governments in the Sacramento River Watershed that adopt environmentally friendly practices and implement measures to:

- * Conserve Energy
- * Conserve Water
- * Reduce Waste & Pollution
- * Recycle and Use Recycled Products
- * Implement “Green Building” Measures



BERC technical consultants combine government and regulatory experience and insight with an understanding of business needs to stand out from other private or public consultants. In fact, many of BERC's past and present consultants have worked for governmental agencies, private businesses, and environmental consulting firms, giving them a wide perspective on environmental compliance issues.



Josephine Fleming: Environmental Innovations (www.envirocentives.com/)



Jo Fleming is the founder and principal of Environmental Innovations which specializes in inspiring businesses and the public to participate in environmental programs related to reuse, conservation, and pollution prevention. Prior to starting Environmental Innovations, Ms. Fleming worked with both the County of Santa Cruz and the City of Santa Cruz coordinating a variety of environmental programs. One of these programs was the Monterey Bay Area Green Business Program, which became a model in California. Environmental Innovations developed out of Ms. Fleming's work with the Monterey Bay Area Green Business Program. She started the Green Business Program as a County of Santa Cruz employee in 2003. Soon, other cities and non-profit organizations were requesting her services to run green business programs in their jurisdictions. Still more agencies were asking for public outreach and regulatory assistance. To serve all agencies and organizations efficiently, Ms. Fleming left her job with the City of Santa Cruz and started Environmental Innovations. Now the firm employs two fulltime employees and one part-time subcontractor, and performs a variety of environmental services for organizations and the public in California.

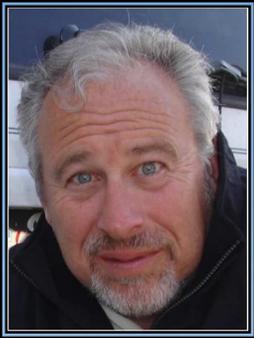
Panda Morgan: Northeastern California Small Business Development Center (www.norcalsbdc.org/)



Panda Morgan has worked for the Small Business Development Center – Greater Sacramento (SBDC) for over 18 years, the last three years serving as the Center's Director. Before becoming the Director, Panda worked part-time as an SBDC consultant. During her 15 years as an SBDC consultant, Panda specialized in business plan writing providing one-on-one consulting and teaching a series of workshops on "How to Write a Business Plan". Panda had the opportunity to work with three other SBDC consultants in creating a book entitled, "Roadmap to Entrepreneurial Success, A Business Planning Guide." Panda's work experience includes a career in banking to owning and operating her own small businesses.



[Hank Ryan: Small Business California \(www.smallbusinesscalifornia.org/\)](http://www.smallbusinesscalifornia.org/)



Hank Ryan has been at the center of end user energy efficiency with over thirty years of experience in energy efficient lighting and energy auditing. Beginning in 1971, he founded and operated several successful small businesses including an award winning restaurant, clothing store and energy policy consultancy. Mr. Ryan delivers the benefit of long term, experienced based knowledge of small business issues together with a policy and field based skill set regarding energy efficiency opportunities and challenges. He has excelled at combining long range energy policy innovation strategies together with dogged persistence and coalition building to gain success on several fronts.

Mr. Ryan currently serves as the Executive Director of Small Business California, a statewide non-profit advocacy organization, and serves on the ETAAC (Economic & Advanced Technology), panel reporting to the California Air Resources Board regarding AB 32. He has been a member of the Board of Trustees for the National Small Business Association since 2006. He currently serves as an intervener to the California Public Utilities Commission (CPUC) for Small Business California for the purpose of nurturing On Bill Financing (OBF) success in California and has twice been awarded intervener compensation funding based on those contributions.

**If you have any questions or need additional information
on the workshop or the speakers, contact:**

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