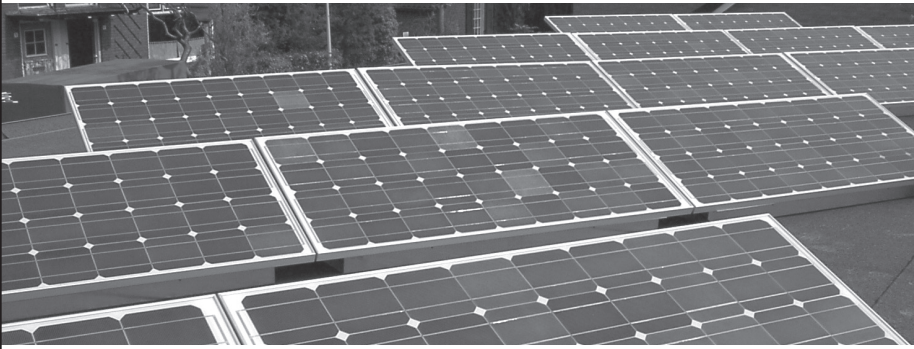


THIS WAY TO **Sustainability** IV



Hosted by California State University, Chico, Associated Students of CSU, Chico, Butte College, Associated Students of Butte College, and the Institute for Sustainable Development.

WELCOME to the fourth annual This Way to SustainabilitySM Conference at Chico State! This conference is hosted by California State University, Chico, the Institute for Sustainable Development, the Associated Students of Chico State, Butte College, and the Associated Students of Butte College.

We hope over these next few days to bring together people who care deeply about the future of the North State and our planet, to learn about pressing sustainability issues, and to create a space for dialogue and action. A great effort has been made to establish sessions that cover a broad range of sustainability topics as well as put sustainability first in conference operations. Enjoy the conference, and thanks to all of you who made this possible!



GREENING OF THE CONFERENCE

Sustainability is the common thread through the conference content and operations. We have accomplished the following to make this conference as sustainable as possible:

- Asked presenters to limit paper handouts during sessions
- Limited the number of programs printed
- Printed on the most environmentally friendly paper possible
- Provided only reusable dishware at all meals
- Consciously chose foods that were seasonal, local, and organic when possible
- Used bulk condiments (no single servings)
- Offset greenhouse gas emissions from the Bell Memorial Union (BMU) during the conference through TerraPass. TerraPass helps individuals to do their part to fight climate change. Find out more at www.terrapass.com.
- Obtained all food (except coffee and tea) from the greater North Valley
- Posted accessibility information for people with disabilities
- Suggested participants stay in downtown Chico so they are within walking distance of the campus
- Gave recognition to conference participants who were “Caught Being Green” and gave them environmentally-friendly prizes
- Provided recycling bins throughout the conference
- Collected all food waste during meal preparation for composting
- (Chico State art department) Crafted the “Greenie” Awards out of recycled glass
- Provided only single use items: china, cloth linens
- Provided compost bins
- Provided options for moderators to limit light use during sessions
- Saturday lunch provided by local organic garden, GRUB
- Organic veggie farm (CSU, Chico farm) growing veggies
- Offered vegan option for banquet
- Turned trash into conference funds

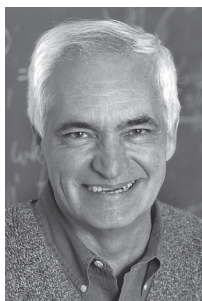


www.csuchico.edu/sustainablefuture

KEYNOTE SPEAKERS



THURSDAY & FRIDAY



Thursday, 10:00–10:50 A.M.
(BMU Auditorium)

Lowell B. Catlett
Dean and Chief Administrative Officer for the College of Agriculture and Home Economics, New Mexico State University.

Food, Fuel, and Our Future

Catlett is an exciting futurist whose knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. Catlett was the recipient of the “Distinguished Service to Agriculture Citation” from the New Mexico Farm and Livestock Bureau. He received the Carl F. Hertz Distinguished Service in Agricultural Award in 2007 from the American Society of Farm Managers and Rural Appraisers. Catlett is internationally known as an expert in commodities futures markets and is a consultant to the U.S. Departments of Agriculture, the Interior, Defense, Labor, and many Fortune 500 companies.



Thursday, 4:00–4:50 P.M.
(BMU Auditorium)

Michael Shuman
Vice President for Enterprise Development for the Training and Development Corporation.

The Small Mart Revolution: How Local Businesses Are Beating the Global Competition

Shuman is widely recognized for his research into the economic advantages of small-scale businesses in an era of globalization as well as the often overlooked benefits of building local economies in an era of big-box chains. He has authored, coauthored, and edited seven books, including *The Small Mart Revolution: How Local Businesses Are Beating the Global Competition* and *Going Local: Creating Self-Reliant Communities in the Global Age*. He is currently preparing studies on global models of local food businesses for the Gates Foundation. He is a cofounder of the Business Alliance for Local Living Economies (BALLE).



Friday, 4:00–4:50 P.M.
(BMU 210)

Felicity Barringer
Felicity Barringer was appointed national correspondent (environment) for *The New York Times* in September 2003. Previously, Ms. Barringer had been United Nations bureau chief since February 2003. Before that she had been a media reporter at *The Times* since April

1998, covering stories such as the Los Angeles Times-Staples Center controversy and the merger of the Tribune Company and *Times Mirror*. She is the author of *Flight From Sorrow: The Life and Death of*

Tamara Wall, (Atheneum New York, 1984). Ms. Barringer has also written articles for *The New York Times Magazine*, *The New York Times Book Review*, *ARTNews*, *Columbia Journalism Review* and *The Stanford Magazine*.



Friday, 11:00–11:50 A.M.
(Laxson Auditorium)

Jeana Wirtenberg
Co-founder and Director, External Relations & Services, Institute for Sustainable Enterprise in the Silberman College of Business at Fairleigh Dickinson University.

Journey to Sustainable Enterprise: When It All Comes Together in Brief: People—Planet—and Profits. Wirtenberg is also

principal designer of the three-day manager workshop “Green Leadership: Implementing Sustainability Strategies” for the American Management Association. Wirtenberg’s presentation, *Journey to Sustainable Enterprise: When It All Comes Together in Brief: People—Planet—and Profits*, is rapidly becoming the new mantra of the 21st century business person. Business leaders and managers are challenged as never before to address concerns that go far beyond the single profit motive. Environmental issues such as global warming are threatening the survival of the planet and inspire an urgent call for action.



Friday, 3:00–3:50 P.M.
(Laxson Auditorium)

Roy Beck
Founder and President of the NumbersUSA Education & Research Foundation and NumbersUSA Action.

More Americans, Bigger Footprint: Did Nov. 4, 2008 elect a Congress likely to grapple with rapid U.S. Population Growth?

Beck established NumbersUSA in 1997 to carry out the immigration-reduction recommendations of President Clinton’s Council on Sustainable Development. The top objective is to reduce overall legal and illegal immigration so that the numbers no longer impede American environmental sustainability, economic justice, and individual liberty. Beck was one of the nation’s first environmental-beat newspaper reporters. Over three decades, he won nearly two dozen awards for covering environmental topics and issues interrelating ethics, religion, and public policy, including honors from the U.S. Environmental Protection Agency and the Izaak Walton League. His series of national sprawl studies has been cited widely, including by the United Nations Environment Program (UNEP).

This Way To
Sustainability®

California State University, Chico



KEYNOTE
SPEAKERS



FOOD AND
AGRICULTURE



TEACHING
SUSTAINABILITY



TAKING ACTION



CULTURAL, ETHICAL,
AND SPIRITUAL ISSUES



THE GREEN ECONOMY



SUSTAINABLE SOLUTIONS



SUSTAINABILITY 101



TOUR



ART AND EXHIBITS

AT A GLANCE SCHEDULE

Thursday, November 6, 2008

8:30 A.M.–4:00 P.M.	Registration: BMU Auditorium Lobby*
8:30 A.M.–4:00 P.M.	Exhibitor Booths: BMU Atrium
9:30 A.M.–9:50 A.M.	Welcome and Opening: BMU Auditorium
10:00 A.M.–10:50 A.M.	Keynote Address: Lowell Catlett, BMU Auditorium
11:00 A.M.–11:50 A.M.	Concurrent Sessions
Noon–1:20 P.M.	Lunch: On Your Own
1:30 P.M.–2:50 P.M.	Concurrent Sessions
3:00 P.M.–3:50 P.M.	Concurrent Sessions
4:00 P.M.–4:50 P.M.	Keynote Address: Michael Shuman, BMU Auditorium
5:00 P.M.–7:00 P.M.	Dinner on Your Own

Friday, November 7, 2008

8:30 A.M.–4:00 P.M.	Registration: BMU Auditorium Lobby*
8:30 A.M.–4:00 P.M.	Exhibitor Booths: BMU Atrium
9:00 A.M.–9:50 A.M.	Concurrent Sessions
10:00 A.M.–10:50 A.M.	Concurrent Sessions
11:00 A.M.–11:50 A.M.	Keynote Address: Jeana Wirtenberg, Laxson Auditorium
Noon–1:20 P.M.	Lunch: On Your Own
1:30 P.M.–2:50 P.M.	Concurrent Sessions
3:00 P.M.–3:50 P.M.	Keynote Address: Roy Beck, Laxson Auditorium
4:00 P.M.–4:50 P.M.	Keynote Speaker: Felicity Barringer, BMU 210
6:00 P.M.–8:00 P.M.	Banquet Dinner: Ticket Required, BMU Auditorium

Saturday, November 8, 2008

8:30 A.M.–2:00 P.M.	Registration: BMU Auditorium Lobby*
8:30 A.M.–4:00 P.M.	Exhibitor Booths: BMU Atrium
9:00 A.M.–9:50 A.M.	Concurrent Sessions
10:00 A.M.–10:50 P.M.	Concurrent Sessions
11:00 A.M.–11:50 A.M.	Concurrent Sessions
Noon–1:20 P.M.	Organic Lunch: Selvester's Cafe By-The-Creek, Ticket Required
1:30 P.M.–2:50 P.M.	Concurrent Sessions
3:00 P.M.–3:50 P.M.	Concurrent Sessions
5:30 P.M.–10:00 P.M.	Student Celebration! BMU Auditorium

Sunday, November 4, 2007

9:00 A.M.–Noon	Student Convergence: BMU Auditorium
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* Complimentary coffee, fresh fruit, and muffins provided

THURSDAY SCHEDULE BY TIME

CONFERENCE OPENING AND KEYNOTE ADDRESS, BMU AUDITORIUM



9:30
Conference Opening and Welcome
“Our Future, Our Planet,
Our Community”

Scott McNall, Director, The Institute for Sustainable Development



10:00
Food, Fuel, and Our Future
Dr. Lowell Catlett, New Mexico

State University

Catlett is an exciting futurist whose knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. Dr. Catlett was the recipient of the “Distinguished Service to Agriculture Citation” from the New Mexico

Farm and Livestock bureau. He received the Carl F. Hertz Distinguished Service in Agricultural Award in 2007 from the American Society of Farm Managers and Rural Appraisers. Dr. Catlett is internationally known as an expert in commodities futures markets and is a consultant to the U.S. Departments of Agriculture, the Interior, Defense, Labor, and many Fortune 500 companies.

11:00 CONCURRENT SESSIONS



Climate Policy and Energy
Efficiency in Germany
(BMU 210)

Karsten Tietz, German General Consulate

Are Germans greener than Americans and why? Germany has started to invest heavily in the research of alternative energies since the early 1990s and is today the world leader in alternative energies. The talk will examine the problem of climate change and look at both the German and the international answer to it. How does Germany manage to meet ambitious targets of CO₂ reductions and what policies have contributed to the success? The talk will focus more on the policy side than on the technological side of renewable energies.



GRUB
(BMU 209)

Francine Stuelpnagel, Max Kee, Lee Calendar, GRUB; Paul Glowaski, Homeless Garden Project

GRUB is an emerging non-profit currently under the umbrella's of Chico Food Network. GRUB also operates a CSA (community, supported, agriculture) and a Fruit Tree Registry. We have been in existence for just over a year. There are several motivational factors that influence our work. Come listen to our story. A tour of the Riparia farm will follow the presentation.



State of the North American
Solar PV Market
(BMU 303)

Robert Friedman, REC Solar, Inc.

What is the state of the solar photovoltaic (PV) industry in North America? Robert Friedman explores this question and also discusses global factors that influence the price of solar projects. In addition to offering insights into the PV industry, Friedman explains factors that affect solar PV project planning for both commercial and residential.



The Green Machine—Sustainability
in Manufacturing
(SSC 410)

Tim Sisson, Trane

Traditional heavy manufacturing generates waste and adds significantly to environmental pollution. These processes are energy intensive, consuming approximately one-fourth of the energy generated in the U.S. annually. Given current high energy costs, a manufacturing ideology that includes sustainability is clearly needed. Tim Sisson discusses sustainability and a decreasing carbon footprint for manufacturing not as separate items but rather the integration of sustainable practices.

percent of U.S. carbon dioxide (CO₂) emissions. Given the magnitude of this contribution, efforts to control global warming must explicitly focus on the building sector. Learn about the Energy Performance Certificate and how it supports the reduction of energy demand in the building sector.



Integrating Sustainability into the
Foreign Language's Curriculum and
the Greening of Chico State
(BMU 304)

Char Prieto, 6 CSU, Chico students (Session will be presented in Spanish)

Sustainability embraces social and civic engagement, and Spanish speakers have something to say about it. During this panel, chaired by Char Prieto, six students deliver in Spanish their research papers on sustainability, then answer questions—the entire process offering a model for how to organize and lead a foreign language class that explores and researches sustainability, how to encourage student work with peers and professors, and how to support increased environmental awareness and effective public speaking.



Successfully Reduce Your Carbon
Footprint in CA
(SSC 304)

Cheri Chastain, Sierra Nevada Brewing Co.; Robert Parkhurst, PG&E

Come hear about some of the innovative options PG&E has for reducing your carbon footprint. Learn how to take advantage of the programs offered by PG&E to save energy and reduce your environmental impact at your home, school, and business. Also hear about how a local Chico business has put some of these programs into practice. Sierra Nevada Brewing Co. has worked with PG&E to reduce energy consumption through efficiency, generate close to 100 percent of their power needs, and contribute to climate change mitigation. You will also hear about other creative environmental initiatives at Sierra Nevada Brewing Co.



Community Renewable Energy
Systems
(SSC 150)

Bob Odland, Robert Odland Consulting

An introduction to community and neighborhood renewable energy systems—systems larger than those on individual buildings but smaller than utility-scale. Discussion of need for such systems, technologies, advantages, issues, and planning implications. Primary focus will be on systems producing electricity. Targeted audience is planners and planning commissioners, other city officials, and high school and college students, but suitable for everyone.



Energy Performance Certificates:
Indexing the Energy and Carbon
Footprint for the Nation's
Housing Stock
(BMU 312)

Josuba Pierce, Pierce Consulting

Energy used in residential, commercial, and industrial buildings produces approximately 43

THURSDAY SCHEDULE BY TIME: CONTINUED

11:00 CONCURRENT SESSIONS



Sustain Your Body, Sustain Your Earth: Weight Management Strategies That Do Both

(BMU 314)

Dawn Clifford, CSU, Chico

This interactive presentation provides attendees with realistic approaches to managing weight. Dawn Clifford shares healthy eating tips, quick, easy recipes for incorporating more plant-based foods into everyday eating, and ideas

for incorporating sustainable physical activity into busy lifestyles.



11:00–2:00

Tour the Butte Creek Ecological Preserve

(North Entrance to BMU)

Jeff Mott, BCEP / Institute for Sustainable Development

This two hour tour is an easy hike around the

Butte Creek Ecological Preserve. The group will observe a multitude of wildlife and birds, discuss fire ecology of the area, habitat programs, and the local geology. Each hiker should wear long pants, hiking shoes, and bring sun protection, water, binoculars if available and a lunch.

1:30 CONCURRENT SESSIONS



Sustainable Planning Theory, Policy & Practice

(BMU 210)

LaDona Knigge, CSU, Chico, Irv Schiffman, River Partners, Claudia Stuart, Butte County, Bob Odland, Robert Odland Consulting

Both the City of Chico and Butte County are now updating their general plans, making this the right time to consider a planning framework for sustainability. Panelists will discuss long-term, holistic decision-making that seeks to integrate fragmented planning areas, including transportation, land use, growth management, housing, urban design, and economic development.

you can make a difference, enhancing your own quality of life and that of people in other communities.



Where Does My Food Come From? — Sustaining Local Farm to School Efforts

(BMU 314)

Wendy Kaplan, Gina Sims, Sheila St. Cin, CSU, Chico (CNAP)

Panelists will discuss the importance of small scale, local farming; the Harvest of the Month program in Butte, Glenn, Tehama, and Glenn counties; a farm-to-school collaboration of local agencies and individuals that allows students to experience growing their own food; and other agricultural education programs.



Report from City of Chico's Sustainability Task Force (SSC 150)

Ann Schwab, Scott Wolf, Chico Sustainability Task Force

The Mayor of the City of Chico signed the Mayor's Climate Agreement in 2006 at This Way to Sustainability II. The city responded by forming a Sustainability Task Force. Members of the committee will report on their work and some of the ideas they have developed individually and as a group.



Start a Sustainable Change in your Business

(BMU 304)

Chandra DesMarais, Brittan Carlson, Scott Harris, Katherine Bajjaliya, Net Impact

Students from CSU, Chico's Net Impact sustainable business chapter share key elements of business sustainability, from overall organization to making necessary changes, and also discuss how to lead by example and how to communicate with top executives about sustainable business practices. Information about Net Impact activities will also be offered.



Sustainability Fund Allocation Committee

(BMU 209)

Marshall Riddle, Jon Slaughter, various fund recipients, CSU, Chico

A little over two years ago, students at CSU, Chico passed a fee increase for sustainability. The Sustainability Fund allocates a portion of that money each year to support student projects. This panel will highlight four successful programs: Take Back the Tap, Zero Waste, Solar Workshop, and GRUB.



Sustaining your power consumption in Agri-business: Introduction to Biodiesel and Windpower.

(BMU 312)

Joe Greene, CSU, Chico, Scott Jackson, Evergreen Development

Hear the latest on biodiesel and wind energy. Joe Greene discusses safely making biodiesel from waste vegetable and crop oils, and the economics of producing biodiesel locally, and demonstrates the University's biodiesel processor. Scott Jackson shares breakthroughs in "low end" wind harvesting, advances that help meet energy demands and fight climate change.



Building Sustainable Communities. The People Side of Sustainability: Sierra Leone Project, SAGE, and the Sustainable Business Partnership

(SSC 304)

Panel Speakers: Ray Boykin, Angela Casler, Curt DeBerg, CSU, Chico

This presentation will look closely at a project applying the principles of sustainability to one of the poorest countries in the world, Sierra Leone. Learn about establishing sustainable micro-economies in the context of Butte County's Sustainable Business Partnership—and how



Creating Sustainable Transportation Movements in Your Community

(BMU 303)

Ryan Laine, WheeledMigration; Karen Goodwin, Butte Bicycle Coalition

Energizing your community to ditch their gasoline habit can be daunting. Come listen to two success stories about doing just that. Ryan and Karen will share stories about their large bike events and give insight into creating and expanding your own local bicycle community.



Tour of GRUB Garden at Riparia (North Entrance to BMU)

Francine Stuelpnagel, GRUB

GRUB is an emerging non-profit currently umbrella's of Chico Food Network. GRUB also operates a CSA (community, supported, agriculture) and a Fruit Tree Registry. We have been in existence for just over a year. There are several motivational factors that influence our work. Come on a tour of the Riparia farm. Short bike ride. Bikes are available.

1:30 CONCURRENT SESSIONS CONTINUED



Student Services Center—Pursuit of LEED Gold Certification (North Entrance to BMU)

Rob Thacker, CSU, Chico

CSU, Chico was the first California State

University campus to officially register a new construction project under Leadership in Energy and Environmental Design (LEED) standards for environmentally conscious, sustainable buildings. You can see the new

Student Services Center on your own, any time, but take the tour with Robert Thacker to fully appreciate the building's sustainable features.

3:00 CONCURRENT SESSIONS



The Shifting Green Economy: California vs. China and Others (BMU 210)

Juri Brilts, Butte College

Providing a snapshot of the green, clean, sustainable, and alternative technologies movement in California, Juri Brilts offers an in-depth look at “green collar” labor force projections through elect case studies. What China and other countries are doing to green their economies.



Safe and Tasty Baby Food: From Mom and Your Local Farmer to Your Baby's Tummy

(North Entrance of the BMU)

Stephanie Bianco-Simeral, Julie Schneider, CSU, Chico

Watch CSU, Chico nutrition professionals prepare safe, delicious, and sustainable baby food in our university food lab. The nutritional and environmental benefits of breastfeeding and homemade baby food will be discussed. In addition, baby food samples and recipes will be provided.



Green Tags and Carbon Trading: How To Get Noticed and Make Money While Reducing Your Effect

on Global Warming

(SSC 304)

Carl Salas, Salas & O'Brien

Today concerns about carbon are on the front page of every newspaper, and as a result sustainability professionals must understand the carbon conversation as he or she works to “green” programs. Jamie Bonner offers a solid understanding of greenhouse gases, carbon markets, and “cap and trade” markets while decoding confusing concepts and exploring the profitability of green technology



Learning from the Tar Creek Superfund Site: Land Restoration and Community Recovery after

Natural and Man-Made Disasters (BMU 312)

Rebecca Jim, Environmental Action Demanded Agency, Joan Lewin, FEMA

The story of the Tar Creek Superfund Site demonstrates how a sustainable community can be created out of the chaos of natural and man-made disasters that contaminate the land and water—and how you can help your own community recovery.



Recycling 101: What's Recyclable, What's Not, and Why (BMU 304)

Adele Pfister, AS Sustainability

Recycling is easy. But have you ever wondered whether a certain container is recyclable, or how to recycle odd items like batteries, light bulbs, and CDs? This hands-on presentation answers your burning recycling questions and offers advice on making better purchasing decisions—choices that reduce or prevent waste.



How to run a diesel vehicle on straight vegetable oil throughout the United States Cleaner & Greener:

Sustainable Biodiesel Production. (BMU 209)

Michael Pike, Veggie Voyagers, Mark Roberts, Springboard Biodiesel, LLC

Beyond gasoline, what are the viable fuels available to the average vehicle owner? Michael Pike and Mark answer that question, discuss sustainable biodiesel, and teach attendees about converting diesel vehicles to run on “veggie fuels.”



Humanities' Connection to Ecology (BMU 303)

Joseph Greever, William Morris, Humboldt State University

Present-day society depends on the sciences to tell us what does and does not count in terms of sustainability, William Morris and Joseph Greever point out, yet the humanities also have much to say. Morris and Greever examine how disciplines in the humanities create, develop, and sustain arguments in favor of an ecological worldview. They also explore the dynamic relationship between two sides of one thinker, Kenneth Burke, to establish a claim to sustainability rooted in his scholarship.



Fast-Food Consumption, Healthy Eating and Sustainable Food Systems in Japan

(SSC 150)

Keiko Goto, CSU, Chico

Keiko Goto suggests that understanding Japanese fast-food consumption in relation to healthy eating and sustainable food systems may contribute to new U.S. nutrition policies and programs, given that most people here also live fast-paced lives. Goto examines cultural factors affecting the perceptions and consumption of fast foods that appear to be associated with healthy eating and sustainable food systems.



What is sustainability, anyway? (SSC 410)

Various Experts in Sustainability

Confused about what sustainability really means? Come listen to this roundtable discussion as various people offer their definitions of what sustainability means to them.

4:00 KEYNOTE ADDRESS, BMU AUDITORIUM



The Small-Mart Revolution *Michael Shuman, Training & Development Corporation*

Shuman is widely recognized for his research into the economic advantages of small-scale businesses in an era of globalization

as well as the often over-looked benefits of building local economies in an era of big-box chains. He has authored, coauthored, and edited seven books, including *The Small Mart Revolution: How Local Businesses are Beating the Global Competition* and *Going Local: Creating*

Self-Reliant Communities in the Global Age. He is currently preparing studies on global models of local food businesses for the Gates Foundation. He is a cofounder of the Business Alliance for Local Living Economies (BALLE).

FRIDAY SCHEDULE BY TIME

9:00 CONCURRENT SESSIONS



Greenwashing: What it is, How to Spot it, How to Avoid Doing it Yourself

(BMU 210)

Paul Smith, GreenSmith Consulting

In previous years, “going green” was something that other businesses did. Now it’s what every business wants to do. But in the rush to promote their business or product as green, many companies seeking to exploit this growing opportunity are by their very actions damaging the credibility and viability that truly green businesses offer. Paul Smith explores “greenwashing” and its implications.



Evil Nature: The Malicious Use of Plants in Afro-Brazilian Sorcery

(BMU 312)

Brian Brazeal, CSU, Chico

What little rainforest that remains in the Bahian littoral is an essential resource for the viability of Candomblé religious communities. Brian Brazeal focuses on one temple community’s stewardship of a small forest, the Mato de Caquende in the colonial city of Cachoeira, and shows how this community’s culture and heritage rely on wild forest plants.



Green Business—Inside the ChicoBag Company—Green Business Learnings of ChicoBag Company for Make Benefit Glorious Planet of Earth

(BMU 209)

Andy Keller, ChicoBag Co.

Determined to start your own green business? Passionate about working for a green business? Simply interested in green business? Andy Keller, founder and proprietor of the ChicoBag Company, explains how his company started and continues to evolve as a green company. It will be an interactive presentation driven by audience interest.



Autodesk’s Sustainable Analysis Tools and Curriculum

(BMU 303)

John Kennedy, Autodesk, Inc.

Autodesk, a diversified global software company, offers design tools to help move architecture, engineering, construction, and manufacturing toward more sustainable paths. John Kennedy discusses current issues and shares analysis tools that are targeted to assist today’s designers in measuring elements of sustainability.



Coffee’s Roots & The Pursuit of Sustainability

(BMU 314)

Ben Corey-Moran, Thanksgiving Coffee Co.

For decades Thanksgiving Coffee Co., a small, family-run coffee roaster in northern California, has worked in close partnership with family farmers in Nicaragua to create a sustainable coffee trade. Learn how this web of relationships has grown throughout Central America, South America, and East Africa, and continues to develop while addressing new issues, challenges, and opportunities.



What is sustainability, anyway? (SSC 150)

Various Experts in Sustainability

Confused about what sustainability really means? Come listen to this roundtable discussion as various people offer their definitions of what sustainability means to them.



Environmental Accounting with SAP (SSC 304)

Andreas Vogel, SAP

Triple-line and environmental accounting are not new concepts. However, given the global warming debate, these approaches are attracting new attention. Andreas Vogel examines current environmental accounting methodologies and discusses their implementation through software solutions.



Tour the Big Chico Creek Ecological Reserves (North Entrance to BMU)

Jeff Mott, BCEP / Institute for Sustainable Development

This four-hour hike is a moderately difficult trek from the BCCER headquarters to Big Chico Creek and back. The group will observe a multitude of wildlife and birds, discuss fire ecology of the area, habitat programs, and the local geology. Each hiker should wear long pants, hiking shoes, and bring sun protection, water, binoculars if available, and a lunch.

10:00 CONCURRENT SESSIONS



Environmental Ethics: The Environmental Impact of Meat Production

(BMU 210)

Robert Jones, CSU, Chico

Can factory farms be the number-one contributor to global warming? Robert Jones shares data that supports this conclusion. He summarizes the environmental impact of Concentrated Animal Feed Operations (CAFOs), and discusses the ethical implications of possible solutions to this pressing global situation.

This panel of leading angel and venture capital investors discusses getting green from going green, focusing on clean technology and clean energy while exploring current trends, opportunities, and challenges.



Climate Change 101 (BMU 314)

James Pushnik, CSU, Chico

Confused about the cause and effects of climate change? Wonder what the difference is between global warming and the greenhouse effect? Jim Pushnik deconstructs the complexity of climate change and shares basic information about why this pressing issue is so important to understand.



The Basics of Composting: From Worm Bins to Windrows (BMU 312)

Mark Herrera, AS Sustainability, Chico

This session offers a basic overview of composting methods, and explains why composting is the most important “recycling” you can do—a simple act that also helps reduce global warming. Mark Herrera discusses the types of material that can be composted, trouble-shooting for compost problems, resources and references for assistance, and the future of the composting industry.



Trends in Clean Tech Investing (SSC 410)

Jim Mikles, Golden Capital Network

10:00 CONCURRENT SESSIONS CONTINUED



Managing Profitable Sustainability Through Technology Transformation.

(SSC 304)

Kenneth Siegler, IT Transformation & Sustainability Solutions

Business can profitably manage for sustainability. Kenneth Siegler will discuss sustainability and business profitability, and especially trends in information technology that will transform the ability of businesses to achieve sustainability goals.



Greening the Associated Students Through Student Government: California State University, Chico

(BMU 209)

Julie Wright, CSU, Chico

Vice president of CSU, Chico's Associated Students (AS), Julie Wright offers an insider's view of AS sustainability efforts and projects, and explains how the Environmental Affairs Council drafts resolutions to implement sustainability policies.



Save the Environment Through Reuse Rather than Recycling—It is 25 Times Better

(SSC 150)

Pat Furr, Computers for Classrooms

Computers for Classrooms, a nationally recognized program started by Pat Furr, helps schools and low-income families through rebuilding computers for reuse. Learn more about the tremendous environmental savings that can be achieved by reusing before recycling.



Lessons from Europe—2008 European Smart Energy Study Tour (BMU 304)

Chad Worth, Empower Poly Coalition

In the spring of 2008 twenty students, energy experts, county officials, and community leaders traveled to Europe on a two-week European Smart Energy Study tour. The tour included stops in England, Belgium, Netherlands, Denmark, and Sweden to participate in meetings and workshops and to see some of Europe's most cutting-edge policies and technologies. Come learn about best practices from across the pond.



Building a Green High School (BMU 303)

Kent Sandoe, Chico Green School

Current work to establish a green charter high school in Chico is a reference point for exploring sustainability in high school education. Kent Sandoe encourages participants to generate their ideal "green high school," including innovative ways to help students build a sense of competence, responsibility, and purpose; to foster an understanding of ethical principles; and to widen their sense of respect for the environment and the communities to which they belong.



Big Wind: Harvesting Energy on the Sea (BMU 204)

Cristina Archer, CSU Chico

One of the advantages of offshore wind is that it has the potential to produce more electricity than onshore wind farms. In 2005, Archer analyzed wind potential around the world and found that, at the height of a wind turbine, offshore wind is on average 90 percent stronger than onshore wind because hills, trees, buildings and other structures don't get in the way of winds blowing over the ocean.

11:00 KEYNOTE ADDRESS, LAXSON AUDITORIUM



Journey to Sustainable Enterprise: When It All Comes Together

Jeana Wirtenberg, Institute for Sustainable Enterprise, Fairleigh Dickinson University

"People—planet—and profits" is rapidly becoming the new mantra of the 21st-century businessperson, challenged as never before to address concerns that go far beyond the profit motive—issues ranging from consumer and worker health and safety to entrenched poverty and global warming. Dr. Wirtenberg's

presentation positions business at the center of these problems and their possible solutions. She brings into clear focus the qualities of a sustainable enterprise, and suggests specific means for achieving these.

1:30 CONCURRENT SESSIONS



Lundberg Family Farms: Growing a Sustainable Business (BMU 210)

Greg Turcotte & Jessica Lundberg, Lundberg Family Farms

Lundberg Family Farms is striving to improve their environmental impact across their entire organization. Initiatives such as solar energy production, recycling, and waste-stream reduction are significant steps in this ongoing practice. Lundberg Family Farms is delighted to share their experiences and discuss their future goals in pursuit of sustainable business practices.



Firing up a Sustainable Landscape (BMU 312)

Don Hankins, CSU, Chico Department of Geography and Planning; Mark Lynch, Education Coordinator, BCCER; John Rowden, BCCER Vegetation Management; Jim Brobeck, Butte Environmental Council

Fire is an integral part of healthy wild land ecosystems, globally, yet too often has been excluded as both a natural and management process—with often disastrous results. Panelists will draw upon local and global examples that demonstrate the useful if not essential inclusion of fire as a viable tool for managing the interface

between wildland and urban landscapes and share their understanding and interpretation of the natural world.

FRIDAY SCHEDULE BY THEME: CONTINUED

1:30 CONCURRENT SESSIONS CONTINUED



Green Workforce Development: Pathways to preparing the next generation for green collar jobs

(BMU 209)

Morgan King, Strategic Energy Innovations, Renee La Frenze, Alliance to Save Energy—Green Campus Program (Oakland)

As the Green Revolution gains momentum, economically stressed communities are searching for new employment and business development opportunities. There is a need to train a new generation of “green collar” workers to ensure that emerging green businesses and organizations have the employees they need to grow the green economy. Morgan King and Renee Lafrenze explore pathways of green workforce development.



Green Poets

(SSC 206)

Sally McNall, CSU, Chico

Poet Sally McNall presents an invitational and open mic reading of poems about the natural world. Poets will read from their own poems that reflect their understanding and interpretation of the natural world.



Transportation Planning for the Campus and Community

(BMU 314)

Elizabeth Devereaux, Chico Sustainability Group; Jon Clark, BCAG; Tom Varga, City of Chico; Eric Reichel, CSU, Chico

Imagine a Chico and Butte County 10 years from now with wide pedestrian-friendly streets, services within walking or accessible easy transit with 10-minute headways, and mixed use housing close to downtown. Think too of quick, quiet, easy transit to Butte College, Oroville, the County seat, Paradise, and other Butte Co. cities. What are the steps it will take to realize that dream? What are the impediments? What is first—infrastructure or housing? How can we make better use of state and federal transportation dollars to reduce our carbon emissions? What is AB375 and how would it affect us? Come participate in a conversation between all the key transportation/transit decision-makers in our university, city, and county.



Sustainability 101: The Three Most Important Aspects of Sustainability

**Sustainability 101: What You Can Do
to Help Save the Earth that You Won't Find on
Lists of 50 Simple Things You Can Do to
Save the Earth**

(SSC 410)

Panel, Speakers: Roy Beck, NumbersUSA; Dick Schneider, Californians for Population Stabilization; Ben Zuckerman, UCLA

Climate change, alarming rates of species extinction, and human overpopulation are arguably the three most important aspects of America's contribution to the global sustainability problem. Dick Schneider and Ben Zuckerman discuss these topics and other pressing environmental issues that are a result of poor choices made by average citizens.



LEEDing the Way: Environmental Sustainability in Remodeling, New Construction, Integrated

**Building Design, and the Value of
Comprehensive Modeling**

(SSC 150)

Ted Tiffany, Gurdaver Singh, Guttman & Blaevooet Consulting Engineers; Kimberly Matsoukas, Bently Prince Street; Rachel Sauerbeir, Meeks Lumber

“Building green” can be profitable for the construction industry and also affordable for businesses and homeowners. Panelists share helpful concepts and practical tools for businesses, schools, and others to incorporate LEED rating systems and to identify no-cost and low-cost opportunities to “green” projects.



College of Business' Sustainability Strategy, Best Practices in Greening the Supply Chain, and Upcoming

2008 Environmental Regulations

(SSC 304)

Angela Casler, Bonnie Persons, Willie Hopkins, Ray Boykin, Jeff Traylor, CSU, Chico

The CSU, Chico College of Business is dedicated to ensuring that students successfully compete in the new green economy. Panelists offer an overview of the college's sustainability strategy and discuss its Minor in Managing for Sustainability as well as educating for the green economy, best practices in supply chain management, and new legislative developments relating to sustainable business practices.



The Ambiguity of Global Warming and Carbon Emissions: Weather Channel v. Gore

(BMU 304)

Lucas Miller, Philip Saneski, Caitlin O'Neill, Rachael Mache, Erin Dacayanan, Crystal Toogood, and Matt Curson, Community Legal Information Center

John Coleman, founder of The Weather Channel, believes that climate change is a result of natural weather modifications. He contends that proponents of global warming—including Al Gore—are perpetrating fraud, and plans to sue to stop them. This panel discussion examines both sides of this issue, including the question of standing, and explores possible effects of Coleman's lawsuit.



Sierra Nevada Brewing Co. Sustainability Tour

(North Entrance to BMU)

Cheri Chastain, Sierra Nevada Brewery

Visit Sierra Nevada Brewing Co. on a tour guided by Sierra Nevada's sustainability coordinator to learn about the brewery's fuel cell and solar installations, biodiesel production, energy efficiency, water conservation, a unique CO₂ recovery system, and 98 percent landfill diversion rate. Meet in front of the fuel cells in the west parking lot of the brewery. Close-toed shoes are required.



Campus Energy Tour

(North Entrance to BMU)

Amelia Gulling, Chico Green Campus Program

See and experience Green Campus energy efficiency projects and tour other Chico State sustainability accomplishments. Coordinators from the Alliance to Save Energy's Green Campus Program will lead a tour of the Sustainability House, the real-time energy meters in Lassen and Shasta Hall, and campus LEED buildings and solar arrays.

3:00 KEYNOTE ADDRESS



**More Americans, Bigger Footprint:
Did we just Elect A Congress Likely
to Grapple with Rapid U.S.**

**Population Growth?
(Laxson Auditorium)**

Roy Beck, Numbers USA

Beck established NumbersUSA in 1997 to carry out the immigration-reduction recommendations of President Clinton's Council on Sustainable Development. The top objective is to reduce overall legal and illegal immigration so that the numbers no longer impede American environmental sustainability, economic justice, and individual liberty.

4:00 KEYNOTE ADDRESS



**Reporting on Nature
(BMU 210)**

Felicity Barringer, New York Times

How do our major news papers report environmental issues? When is it a controversy? When isn't it? Come listen to Barringer from the NYTimes and discuss environmental reporting issues with staff from The Orion, News & Review, and the Chico E.R.

4:00 ART CONTEST RECEPTION



**The Sustainable Art Contest
(Second Floor Lounge)**

The show displayed art pieces submitted to the Sustainable Arts Contest, which was hosted by the AS Sustainability Program and funded in part by AS Activity Fee. The contest was open to all types of media, ranging from poems to 3-D sculptures. How do you imagine sustainability? Come check out the variety of arts submitted by students and local artists. Winners will be announced during the reception.

6:00 AWARDS BANQUET & ART SHOW



**Awards Banquet and Art Show
(BMU Auditorium)**

Come to the awards banquet and pay recognition to your peers as they receive awards for their efforts in sustainability. "Artists of the Natural World" art show will start the festivities off and feature local artists and regional artists. The banquet will be followed by presentations of the Greenies awards, the Paul Maslin Award, and the newly established Paul Persons Award. Ticket required.

SATURDAY SCHEDULE BY TIME

9:00 CONCURRENT SESSIONS



**Christian Faith and Sustainability:
Friends or Foes?
(BMU 210)**

Greg Cootsona, Bidwell Presbyterian Church

Is Christianity to blame for our "ecologic crisis," as Lynn White suggested in his well-known 1967 article? Are we in this fix because of the biblical imperative to "subdue the earth"? Presbyterian pastor Greg Cootsona discusses how the teachings of Christian faith—particularly the doctrine of creation and its relation to science and technology—underlie a commitment to stewardship and sustainability.



**Green Building, the Basics
(SSC 304)**

Lori Brown, CSU, Chico

These days everyone is talking about green buildings. But what exactly does it mean to "build green," and why is this important? Lori Brown, chair of CSU, Chico's Construction Management Department, will share the basics, including terminology, rating systems, cost, and how you can become an accredited professional in this field.



**How do we link sustainable
community development and
sustainable food production in the**

**U.S. and other countries?
(BMU 304)**

Suellen Rowilson, RN, Heifer International

The mission of Heifer International (HI) is to combat hunger and poverty by providing livestock and training to small-scale farmers worldwide. Suellen Rowilson will use the example of a successful small farm in Honduras to show how HI works with other organizations to help people develop sustainable agriculture, improve the environment, and strengthen communities.



**Overpopulation—The Real
Inconvenient Truth
(BMU 303)**

Dick Schneider, Californians for Population Stabilization

What can be done to curb human population growth? Recognized a generation ago as an essential ingredient of sustainability, a stable population is rarely talked about today—even in Al Gore's famous film. Rapid growth of the global, U.S., and California populations is undermining steps that individuals, communities,

and governments are taking to reach a sustainable future. Dick Schneider explains what we can do to achieve population sustainability.



**An Exploration of Renewable Energy
Sources
(BMU 209)**

William Knudsen, Natural Vitality

Bill Knudsen, founder of Knudsen Juices and food products consultant for Natural Vitality, presents a beginner's survey of renewable energy sources—including biomass, solar, wind, hydro, geothermal, waves, tides, jet stream, and ocean currents. Knudsen will discuss the state of development of each source, current applications, and future potential.



**Sustainable Hooker Oak
(BMU 312)**

Kristen Del Real, Hooker Oak

Elementary, Valerie Reddemann, Greenfeet.com

The children are the future. Parents and educators at Hooker Oak Elementary have come together to make Hooker Oak a sustainable learning environment. Come listen to their successes and future plans.

SATURDAY SCHEDULE BY TIME: CONTINUED

9:00 CONCURRENT SESSIONS CONTINUED



SCOOP: Sustainable Consultations of Office Practices (BMU 314)

Courtney Bell, Tami Kautz, Britten Carlson, CSU, Chico

SCOOP is designed to assess current office practices and formulate sustainable recommendations for improvements toward currently achievable sustainable office standards.



ECO Chico Bike Tour (North Entrance to BMU)

LaDona Knigge and students in GEOG 425, CSU, Chico

This two-hour bicycle tour will showcase best practices in sustainability and green innovation in Chico, CA, using the Three Es of Sustainability framework. The holistic approach seeks to simultaneously integrate sustainable efforts in the areas of Environment, Economy, and

Equity. The stops along the tour represent both everyday practices that everyone can do, such as community gardening, composting, vermiculture, recycling, as well as top-down structural practices that are transforming patterns and methods of development. The bicycle tour is organized and put on by LaDona Knigge's students in GEOG 425: Planning for Sustainable Communities in the Department of Geography and Planning at CSU, Chico

10:00 CONCURRENT SESSIONS



The California Grange as Activist Archetype: Helping Farmers, Protecting Consumers.

(BMU 210)

Ken Donnell, California State Grange

The oldest organization in California working to protect the safety of our food supply and the economic security of small farmers, the Grange is a grassroots organization in which the decision-making process is democratic, driven by each local Grange. This presentation will discuss the past, present, and future of the California Grange as a powerful example of how citizens can effectively organize to balance corporate and government power.



Grassroots GIS: Application of Geographic Information Systems and Cartography for Forest

Preservation in Northern Oregon

(BMU 303)

Chris Escarcega, Humboldt State University

Humboldt State University Geospatial Club (HSU-GC), in collaboration with BARK (a forest advocacy group), present a geospatial analysis of the proposed Palomar Pipeline route, a liquid natural gas (LNG) pipeline that would run from Astoria, Oregon, to an LNG link in the eastern part of the state that would provide natural gas to California. Learn how BARK's leadership deploys these maps at public rallies and stakeholder meetings to educate participants on the real impacts of the proposed pipeline.



Religion, Ethics, and Human Over-Population at the End of Affordable Oil

(BMU 209)

Peter M. J. Hess, PhD, National Center for Science Education, Richard McDonald, Lawrence Berkeley National Laboratory



Sustaining School Garden Programs (BMU 314)

Gina Sims, CSU, Chico (CNAP)

Schools teach pupils how to write expository essays, graph equations, and apply Newton's Laws of Motion. But where will they learn about food and where it comes from? Panelists explore the history of school gardens—their successes, challenges, and possible futures—and also offer insight and inspiration to those who wish to start their own school garden program.



How to Conduct an Energy Audit (BMU 312)

Amelia Gulling, Chico Green Campus Program

Whether for a home, office, or classroom, an energy audit can be the first step toward changing behavior and saving significant energy. In this session, Amelia Gulling and other coordinators from the Chico State Green Campus Program offer hands-on training in energy auditing and data collection, and also share energy saving tips.

are popular applications for integrated residential radiant heating systems. The project William Shady uses as an example to discuss when, where, and how to use renewable energy systems domestically won the 2007 Showcase Award for Innovation from the Radiant Panel Association in Hartford, Connecticut.



Rainwater Catchment: For Use in Your Garden (BMU 304)

Nani Teves, Butte Environmental Council

Collecting rainwater for summer use in the garden is easy, and one of the first steps in conserving water, slowing storm water runoff, and becoming more self-sufficient. Nani Teves discusses plant water needs, appropriate roofs and gutters for rainwater catchment, supplies needed, how to filter debris, and mosquitoes. During this hands-on workshop participants will also construct five rain barrels and learn how to calculate the amount of water various roofs "catch" each year.



A Vision of Sustainable Development Higher Education: A Pedagogical Model for Teaching, Researching, and Collaborating with the Community (SSC 150)

Jeffrey Lindstrom, Claremont Graduate University

Given that sustainable development is the global issue of this century, how is it that so few universities in the world are committed to researching the development of sustainable development in higher education? Jeffrey Lindstrom shares a model that has been applied in the Russian Far East for several years and provides practical models, curriculum, and details about community projects.



Renewable Energy Systems Applications in Residential Buildings

(SSC 410)

William Shady, Pacific Solar Radiant, Inc.

Integrated solar thermal radiant floors and solar heating for domestic water swimming pools

10:00 CONCURRENT SESSIONS CONTINUED



Why Ride a Bike? How to incorporate bicycling into your everyday life

(SSC 304)

Karen Goodwin, Jennifer Harris, Laurie Niles, Butte Bicycle Coalition

What can get you physically fit, save lots of money, and stop throwing tons of carbon dioxide

into the air we breathe? The most efficient machine known to humans: the bicycle.

This workshop will show you how YOU can start pedaling and stop polluting, even when you “have too much stuff to haul” or any number of excuses you’ve used to prevent yourself from experiencing the joys of bicycle commuting.

With a video of local people just like you

who have learned how to say yes and love it, you will be inspired to begin pedaling and get a new and improved attitude towards self empowerment. Cargo carrying, rules of the road, quick tips on a safe and faster bike trip will give you just the push start to your own personal revolution. If not you, who?

11:00 CONCURRENT SESSIONS



Cooling It: Technical Solutions to Global Warming (BMU 210)

Gar Lipow, The Durban Group

There are no magic solutions to the challenge of climate change, but many approaches applied together can phase out greenhouse gas emissions. Gar Lipow describes the multitude of technologies available to replace fossil fuels—today—at a comparable price.



Live Sustainably—Creating a Green Mindset in How We Perceive the World That Surrounds Us, and How

We Can Implement it into our Day-to-Day Lifestyles

(BMU 312)

Tyler Hartrich Green From Within

“Live Sustainably” is Tyler Hartrich’s motivational speech, a message encouraging us all to consider—and make—simple choices that will limit our impact on the earth. The basic premise is that each of us can create a green mindset and come up with eco-friendly alternatives for our day-to-day lives and decision-making.



Down to Earth: A Buddhist Field Guide to Deep Ecology (BMU 304)

Lin Jensen, Chico Zen Sangha

Zen Buddhist Lin Jensen will discuss Zen as a way of life. Earth born and earth sustained, humans must acknowledge and act in accordance with this kinship or forfeit their humanity, he says. When the Buddha was challenged to name by what authority he claimed enlightenment, he touched a hand to the ground, proclaiming earth as his witness. Jensen proclaims the necessity of reenacting that life-giving touch today.



Why Go “local” in the garden? The Importance of Native Plants (BMU 314)

Kim Weir, Germain Bouvin, Chico Grange

California’s ever-increasing human population poses a growing threat to native flora and fauna, which makes protecting and propagating native plants more important than ever before. Using their work with the California Native Plant Walk at the Chico Grange as an example and starting point for discussion, presenters explain why native plants are as essential in urban environments as in natural ecosystems.

Rachel Sauerbeir, Meek’s Lumber and Hardware

Presenting the Meek’s Lumber manufacturers’ certification process, Rachel Sauerbeir discusses ISO 14001, LEED certification, Energy Star certification, and more. Meeks not only supports green construction and other sustainability efforts, but “builds” these programs from within. Sauerbeir also talks about creating a culture of sustainability for your business with initiatives that make an impact and also increase employee satisfaction.



Fostering Sustainability in the Campus Residential Setting —Displaying building energy consumption for behavior change and sustainability education. Students Taking Action on Campus: California State University, Chico

(SSC 150)

Morgan King, Strategic Energy Innovations, Bret Bosma, CSU, Chico

Education is critical to explaining the dynamics of energy reduction, but inspiring people to conserve is especially challenging if they don’t pay the energy bill! Real-time energy monitoring displays can help—by allowing building occupants to see how energy and other resources are being consumed, thus encouraging behaviors. Presentation concludes with a tour of real-time monitoring in Lassen and Shasta residence halls.



Extreme Energy Makeover (BMU 209)

Tom Barrett, RHA, Inc.

The Extreme Energy Makeover Project was funded by San Diego Gas & Electricity to transform an existing pre-Title 24 (California’s energy standard) home into an energy miser. Tom Barrett shows how a fairly typical single-family home was completely retrofitted with existing energy conservation and efficiency technologies to become a zero-energy home.



Take Back the Tap Campaign and Privatization of Municipal Water. (SSC 304)

Corie Lopez, Food & Water Watch

Organizers from Food & Water Watch discuss the national Take Back the Tap campaign—individuals, businesses, communities, and city governments coming together to break the bottled water habit. Also find out about attempts by multinational corporations to take control of public water systems in the U.S. and throughout the world.



TOUR + WORKSHOP Hands-on Compost Workshop at the Compost Display Area

(North Entrance to the BMU)

Mark Herrera, Marley Zalay, AS Sustainability, Chico

Come outside for a hands-on workshop at the on-campus Compost Display Area and Garden. Participants learn the basics of backyard composting and view a variety of compost approaches and “styles” in action. Please wear tennis shoes and bring a water bottle. Gloves will be provided. Meet in the Free Speech Area outside the BMU.



What is sustainability, anyway? (BMU 303)

Various Experts in Sustainability

Confused about what sustainability really means? Come listen to this roundtable discussion as various people offer their definitions of what sustainability means to them.



Building a Culture of Sustainability for Your Business and Integrating Sustainability Throughout the

Supply Chain

(SSC 410)

SATURDAY SCHEDULE BY THEME: CONTINUED

1:30 CONCURRENT SESSIONS



Endowing the future: Strategies for Change (BMU 210)

Michael Hoopingarner, Green Party of Butte County, Ben Zuckerman, UCLA

Changing society will not be easy, so we need to be smart. Panelists will discuss techniques for effectively communicating sustainability and the need for deep voting reform to give us a voice in American politics.



Building With Structural Insulated Panels (SIP's). Stronger, Faster and Clearly the Best Thing

You Can Do For Both Your Pocket Book and the Environment! (SSC 304)

Todd Harris, Bill Yoskowitz (SIPerior Homes), Dan Toy, Greg Kallio, CSU, Chico

Sustainable Wall Systems for Residential Buildings. Everything is connected. Three alternative wall systems are on the forefront of residential green building: Optimum Value Engineered (OVE) stick-frame walls; Structural Insulated Panel (SIP) walls; and insulated concrete walls. Panelists demonstrate how these wall systems use materials and energy more efficiently and are cost-competitive compared to traditional stick-frame construction.



Sustainability Through Toxic Awareness: Personal and Grassroots Approaches (BMU 312)

Amy Miller and Erin Dacayanan, SWAT, Maggi Barry, Butte Environmental Council

This presentation will address how to reduce exposure to toxics by utilizing alternatives in everyday living. Additionally, a couple of concerned citizens from SWAT (Safety Without Added Toxins) will share a tale of pesticides, West Nile virus and different strategies for mosquito control.



The Sacramento River: Getting Back to Where We Once Belonged (BMU 303)

John Merz, Sacramento River Preservation Trust, John Carlon, River Partners, Eric Larsen, UC Davis, Eric Ginney, Philip Williams & Associates, Ltd.

What are the essential elements of a sustainable river system and watershed—and, by extension, of sustainable water systems? Regional river experts explain and explore fundamentals of sustainability in both river systems and water supplies by sharing the past, the present, and possible futures of the Sacramento, California's largest river and watershed.



Student Led Initiatives to Save Energy, The Green Campus Internship Course: How to Integrate Energy Efficiency Education into the Classroom (BMU 304)

Amelia Gulling, CSU, Chico, Sarah Schneider, CSU, Humboldt

Program coordinators offer an overview of successful Green Campus projects and discuss how to mobilize student, faculty, and administrative effort toward energy conservation. Amelia Gulling and Sarah Schneider review lessons learned and share tips to help students help their campuses moving in the right directions.



Divert It!: Waste Reduction Programs for Residential Move-Out and Dining Services (BMU 314)

Desere Teveres and Julie Wright, Associated Students

Last year Diversion Excursion, an award-winning residential move-out program, celebrated its tenth year at Chico State by keeping 17,000 pounds of material from entering the waste stream. Come listen to last year's DE co-coordinator explain the program and its numerous benefits. Associated Students representatives will also discuss waste reduction strategies underway in campus foodservice

3:00 CONCURRENT SESSIONS



Paper or Plastic?... What a dumb question. The World Wide Reusable Bag Movement. What Has

Happened, What is Happening and What it Means to You (BMU 210)

Andy Keller, ChicoBag

The founder of the ChicoBag Company, one of many firms committed to ending the waste generated by single-use plastic bags, discusses the plastic bag lobby's fighting for the status quo and global reusable bag activism. Learn about plastic bag bans, bills, and legislation—and how to get involved.



John Muir, Wilderness and the Good Life (BMU 304)

Randy Larsen, CSU, Chico

Present-day environmentalists can learn much from the life of John Muir, recent named California's most influential citizen ever by the California Historical Society. Muir showed how spending time in wilderness can teach people about humility and at the same time empower them to act, Larsen tells us. He shares Muir's insights about the proper balance between time spent in nature and time defending nature.



Green Babies—Sustaining Their Future (BMU 312)

Cyndi Pereira, Babies in Chico; Amy Evans, Baby's Boutique; Serra Heck, Sacred Beginnings

Taking care of our babies and families involves a lot of choices. Many of these choices have you thinking about your children's and your grandchildren's futures. This session brings together three women with a passion for young families and sustaining their future. You will learn about gentle birth and prenatal choices, attachment parenting, babywearing, and easy ways to "green" your family like diaper choices, green toys, recycled clothes, and organic fabrics and foods.

3:00 CONCURRENT SESSIONS CONTINUED



Sacramento Valley Water: The Connection Between Ground Water, Surface Water, Land Use and the Emerging Water Market. (BMU 209)

Jim Brobeck, Butte Environmental Council

Land use has affected the hydrology of the Sacramento Valley since the Gold Rush. Agriculture, urban expansion, water sales, and citizen advocacy all determine the sustainability of this irreplaceable resource. Jim Brobeck discusses the very important issue of water as a resource for the state, communities, agriculture, and nature.



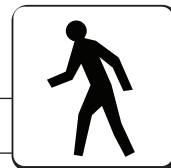
Live-in Laboratory—Looking in on Student Demonstration Homes For Sustainability, Green Living Demonstrations—a Gateway to Engaging Students in Sustainability Efforts. (BMU 314)

Jess Huyghebaert, Andrea Lanctot CCAT, Humboldt State; CASL Co-Directors

Panelists will present different models for student demonstration homes. Each of these demonstration homes serves to educate their communities about living lightly on the earth and providing hands-on skills and knowledge to do so.

Each organization will highlight what is unique to them, discuss their successes and future potential.

TOURS



Tour the Butte Creek Ecological Preserve (North Entrance to BMU)

Thursday, 11:00 A.M.–2:00 P.M.

Jeff Mott, BCEP / Institute for Sustainable Development

Tour of GRUB Garden at Riparia (North Entrance to BMU)

Thursday, 1:30 P.M.

Francine Stuelpnagel, GRUB

Student Services Center—Pursuit of LEED Gold Certification

(North Entrance to BMU)

Thursday, 1:30 P.M.

Rob Thacker, CSU, Chico

Tour the Big Chico Creek Ecological Reserves (North Entrance to BMU)

Friday, 9:00 A.M.

Jeff Mott, BCEP / Institute for Sustainable Development

Sierra Nevada Brewing Co. Sustainability Tour (North Entrance to BMU)

Friday, 1:30 P.M.

Cheri Chastain, Sierra Nevada Brewery

Campus Energy Tour (North Entrance to BMU)

Friday, 1:30 P.M.

Amelia Gulling, Chico Green Campus Program

ECO Chico Bike Tour (North Entrance to BMU)

Saturday, 9:00 A.M.

LaDona Knigge; and students in GEOG 425, CSU, Chico

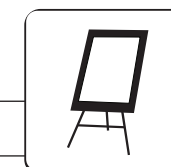
Hands-on Compost Workshop at the Compost Display Area

(North Entrance to BMU)

Saturday, 11:00 A.M.

Mark Herrera, Marley Zalay, AS Sustainability, Chico

EXHIBITS



Sustainable Furniture Showcase (Colusa Hall)

Thursday 9 A.M.–4 P.M.

Friday 9 A.M.–4 P.M.

Chico State will build its first new residence and dining hall in 25 years. Construction is underway and is scheduled to be completed in the fall of 2010. It will accommodate over 200 students and have a state-of-the-art dining facility. We intend that this new building will be certified as LEED silver, part of our campus commitment to be wise stewards of the natural world.

As part of the campus effort, we will be looking for furnishings and materials for our new facility that are “green” and sustainable and seeking to identify vendors noted for their commitment to sustainability. You are invited to tour and experience this furniture showcase and learn more about what is possible and about the commitment of Student Affairs to the goals of

the campus. Current residence hall students, staff, faculty, and administrators have also been invited on this open tour.

Poster Symposium: Sustainable Solutions in Higher Education

(Sylvester’s Café)

Exhibit open throughout the conference

Students from Mark Stemen’s Geography class have created educational posters on sustainable practices at colleges and universities around the nation. Come learn what more we can do to create a more sustainable Chico State.

Artists of the Natural World

(BMU 100)

Exhibit Open Throughout the Conference

This exhibition includes paintings and photographs which explore contemporary responses to imagery and processes of our natural

world. The invited artists have exhibited their artwork (created in the this community) in galleries and museums across the country and abroad. Their diverse responses to nature as muse should prove intriguing, interesting and enjoyable.

The Sustainable Art Contest

(BMU 2nd Floor Lounge)

Exhibit open throughout the conference

The show displayed art pieces submitted to the Sustainable Arts Contest, which was hosted by the AS Sustainability Program and funded in part by AS Activity Fee. The contest was open to all types of media, ranging from poems to 3-D sculptures. Winners will be announced during the reception on Friday, November 7, from 4–6 P.M. How do you imagine sustainability? Come check out the variety of arts submitted by students and local artists.

MAP AND ADA INFO

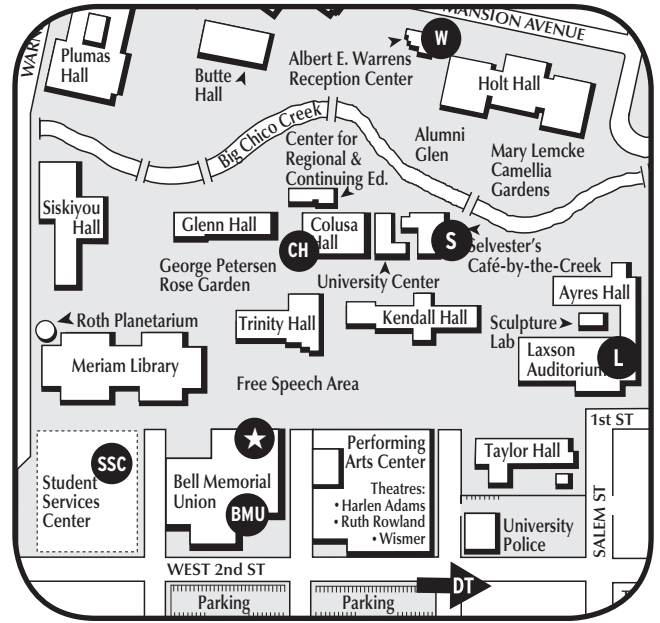
California State University, Chico is committed to the full inclusion of individuals with disabilities in all educational and operational aspects of campus life. CSU, Chico has adopted a policy of nondiscrimination to ensure that any person with a disability will not, on the basis of that disability, be denied access to or enjoyment of any program, service, or opportunity provided by the campus. At University-sponsored events, CSU, Chico will provide reasonable accommodations to members of the general public with disabilities unless doing so would create an undue hardship as described by law or cause a fundamental alteration of the program, activity, or service. Please visit the registration table for further assistance.



California State University, Chico

MAP KEY

- BMU** . Bell Memorial Union
- SSC** .. Student Services Center
- L**..... Laxson
- S**..... Selvester's Cafe
- CH**.... Colusa Hall
- W**..... Warren's Reception Center
- DT** Downtown
- ★**..... Tour Meeting Spot



FRIENDS & SPONSORS



EXHIBITS: BMU ATRIUM



SUSTAINABLE PRACTICES IN PAPER PRODUCTION



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