



THIS WAY TO

SUSTAINABILITY<sup>SM</sup>

CONFERENCE **VIII** PROGRAM

THURSDAY, MARCH 7 & FRIDAY, MARCH 8, 2013, at CSU, CHICO



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CONFERENCE APP BY  
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# WELCOME to This Way to Sustainability<sup>SM</sup> Conference VIII at California State University, Chico!

During this two-day conference, our intent is to provide the opportunity to exchange ideas about potential solutions to the urgent environmental and socioeconomic issues of our time and to highlight their interrelationships. The organizing committee of This Way to Sustainability VIII<sup>SM</sup> trusts that you will share in the conversation and will leave with a refreshed sense of hope and renewed direction for our sustainable future. We have assembled conference tracks that cover a broad range of topics relevant to everyone. A special thanks to our speakers for their time and efforts, to our sponsors for their kind support, and to all of you who have made this possible. Please enjoy the conference!

*This conference is hosted by the Institute for Sustainable Development at CSU, Chico and the Associated Students of CSU, Chico.*

## THURSDAY, MARCH 7 AT A GLANCE

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### CONFERENCE SCHEDULE

8 AM - 2 PM	Registration & Check-in	BMU Auditorium Lobby
8 - 10 AM	Continental Breakfast	BMU Auditorium
9 - 9:50 AM	Concurrent Sessions <i>page 6</i>	BMU 204 - 314
10 - 10:50 AM	Concurrent Sessions <i>page 7</i>	BMU 204- 314
10 - 10:50 AM	<b>FEATURED SPEAKER</b> Heather Cooley <i>page 4</i>	BMU 210
11 - 11:50 AM	Concurrent Sessions <i>page 8</i>	BMU 204 - 314
12 - 12:50 PM	Lunch on your own	
1 - 1:50 PM	Concurrent Sessions <i>page 9</i>	BMU 204 -314
2 - 2:50 PM	Concurrent Sessions <i>page 10</i>	BMU 204 - 312
3 - 3:30 PM	<b>FEATURED FILM</b> <i>A Drop of Life</i> <i>page 4</i>	BMU Auditorium
3:30 - 4:30 PM	<b>KEYNOTE SPEAKER</b> Shalini Kantayya <i>page 4</i>	BMU Auditorium
5 - 6 PM	<b>OPEN FORUM (BEC)</b> Let's Talk About Water <i>page 4</i>	BMU 210
6 - 9 PM	Welcome Reception & Awards Ceremony <i>page 5</i>	BMU Auditorium

This Way To  
**Sustainability VIII**



ENERGY & WATER SOLUTIONS



EDUCATIONAL SOLUTIONS



TOURS



BUSINESS & ECONOMIC SOLUTIONS



SUSTAINABLE SOLUTIONS FOR FOOD & AGRICULTURE



KEYNOTE SPEAKERS



SUSTAINABLE LIFESTYLE SOLUTIONS



SPEAKERS' CORNER



FEATURED FILMS

**FRIDAY, MARCH 8 AT A GLANCE**

**CONFERENCE SCHEDULE**

8 AM - 2 PM	Registration & Check-in	BMU Auditorium Lobby
8 - 10 AM	Continental Breakfast	BMU Auditorium
9 - 9:50 AM	Concurrent Sessions <i>page 11</i>	BMU 204 - 314
10 - 10:50 AM	Concurrent Sessions <i>page 12</i>	BMU 204- 314
11 - 11:50 AM	Concurrent Sessions <i>page 13</i>	BMU 204 - 314
12 - 1:45 PM	<b>FEATURED FILM</b> <i>Mother: Caring for 7 Billion</i> & Local Lunch <i>page 5</i>	BMU Auditorium
2 - 2:50 PM	Concurrent Sessions <i>page 14</i>	BMU 204 - 314
2 - 2:50 PM	<b>TOUR</b> Campus Sustainability <i>page 15</i>	BMU Atrium
3 - 5 PM	<b>KEYNOTE SPEAKER</b> Chris Jordan <i>page 5</i>	BMU Auditorium
5:30 - 7:15 PM	<b>FEATURED FILM</b> <i>Mother: Caring for 7 Billion</i> second screening <i>page 5</i>	BMU 210

**THURSDAY 10-10:50 AM**



**BMU 210**

*Featured Speaker*

**HEATHER COOLEY**

*California Water: From Local to Global*

**Co-director of the Pacific Institute's Water Program**

Heather Cooley is co-director of the Pacific Institute's Water Program. She conducts and oversees research on an array of water issues, such as the connections between water and energy, sustainable water use and management, and the hydrologic impacts of climate change. She holds a BS in molecular environmental biology and an MS in energy and resources from the University of California, Berkeley. She currently serves on the Board of the California Urban Water Conservation Council.

**BOOK SIGNING TO FOLLOW**



**THURSDAY 3-4:30 PM**



**BMU  
AUDITORIUM**

*Featured Film*

**A DROP OF LIFE**

**Film Short by Shalini Kantayya**

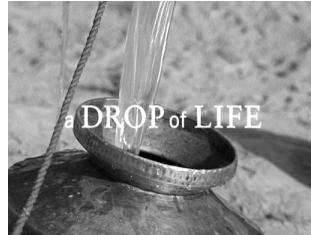
Set in the near future, *A Drop of Life* is the story of two women, a village teacher in rural India and an African American corporate executive, whose disparate lives intersect when they are both confronted with lack of access to clean drinking water. The film will be shown just before Shalini Kantayya's keynote presentation.

*Keynote Speaker*

**SHALINI KANTAYYA**

**Filmmaker, educator, & eco-activist**

Shalini Kantayya has received recognition from the Sundance Documentary Program, the Jerome Hill Centennial, IFP, New York Women in Film and Television, and Media Action Network for Asian Americans. She finished in the top 10 of 12,000 filmmakers on Fox's *On the Lot*, a show by Steven Spielberg in search of Hollywood's next great director. The mission of her production company, 7th Empire Media, is to create a culture of human rights and a sustainable planet through wildly imaginative media that makes a real social impact.



*Sponsored by CUAHSI*

**THURSDAY 5-6 PM**



**BMU 210**

*Open Forum*

**LET'S TALK ABOUT WATER**

**Hosted by the Butte Environmental Council (BEC)**

During this panel discussion, conference presenters, participants and other interested individuals can share their ideas and concerns about water availability, quality, priorities of use and policy decisions in an interactive forum focused on raising awareness and seeking potential solutions to the impending water crisis. This forum is an opportunity to draw together the perspectives expressed throughout the day on contemporary water issues.



*Sponsored by CUAHSI*

**THURSDAY 6-9 PM**

**BMU  
AUDITORIUM**

**WELCOME RECEPTION**

With music by local artist Kyle Williams

Registered conference participants are invited to attend this hosted reception and awards presentation event. Please join us for light appetizers and live entertainment by popular local singer/songwriter and winner of the CN&R 2012 Cammie Award for best folk/acoustic musician.

**FRIDAY 12-1:45 & 5:30-7:15 PM**



**BMU  
AUDITORIUM**  
FIRST SCREENING  
NOON

*Featured Film*

**MOTHER: CARING FOR 7 BILLION**

Karen Gaia Pitts, World Overpopulation Awareness, Chuck Knutson, CSWP (Committee for a Sustainable Population - Sierra Club) and Kim Lovell, Sierra Club Global Population and Environment Program

Mother, the film, breaks a 40-year taboo by bringing to light an issue that silently fuels our most pressing environmental, humanitarian, and social crises—population growth. In 2011 the world population reached 7 billion, a startling seven-fold increase since the first billion occurred 200 years ago. The first showing will come with the option to purchase our **local lunch** (below) to be enjoyed during the film.



**THIS 60 MINUTE FILM PRESENTATION WILL BE FOLLOWED BY A 15 MINUTE Q & A.**

**LOCAL LUNCH**

Local lunch tickets NOT included with conference registration. A separate ticket purchase of \$7.50 from the BMU Marketplace cashier is necessary. Purchase early and bring your lunch back to the Auditorium to enjoy during the film.

**MENU** Farmers' market fettuccini with fresh made pasta, roasted asparagus, cremini mushrooms, brussel sprouts, crispy home-cured pancetta (served on the side), grated capra bianca and meyer lemon butter sauce. Pasta comes with a Sutter Hall roll, a pickled beet salad, and a beverage.

**FRIDAY 3-5 PM**



**BMU  
AUDITORIUM**

*Keynote Speaker*

**CHRIS JORDAN**

*Encountering Midway*

**Internationally acclaimed artist & cultural activist**

Chris Jordan is an internationally acclaimed artist and cultural activist based in Seattle, Washington. His work explores contemporary mass culture from a variety of photographic and conceptual perspectives, connecting the viewer viscerally to the enormity and power of humanity's collective behaviors. Walking the lines between beauty and horror, abstraction and representation, the near and the far, the visible and the invisible, his work asks us to consider our own role in the overwhelmingly complex world we find ourselves part of. Jordan's works have been exhibited and published worldwide.



**BOOK SIGNING TO FOLLOW**



BMU 204

## RIDING THE GRIZZLY

*Proposal for an Agrarian Boot Camp*

Richard H. Roth, cCHAOS

This presentation will address how an agrarian boot camp, farmers' markets, and community halls can channel healing and health transformation to entire regions.



BMU 209

## EDUCATION FOR A SUSTAINABLE FUTURE: ADVICE TO STUDENTS AND EDUCATORS

*What you need to learn and what we need to teach to create a sustainable future*

Stephen I. Feher, Sustainable Community Development Institute

This presentation reviews how we can hope to achieve a sustainable society only through education. We need to learn throughout our entire lives to think and interact globally. Nowhere is this more important than in meeting our future energy needs, which will at least double over the next 50 years.



BMU 210

## WATER IN NORTHERN CALIFORNIA

*Past and Present*

Jesse Dizard, CSU, Chico Anthropology

How accurate are our predictions for water abundance in Northern California? This presentation shares the perspectives of longtime residents of Northern California and examines the likelihood of future water abundance.



BMU 211

## INNOVATIVE EDUCATIONAL METHODS

*Using the design studio and laboratory model to spark disruptive innovation in undergraduate and graduate students studying sustainable development*

Edward Quevedo and Ryan Cabinte, Presidio Graduate School

This panel discussion will introduce attendees to radical innovation in teaching methods. These new models reflect the laboratory and design studio frameworks. The discussion will demonstrate simple, modest, and progressive methods that can inspire new learning and promote powerful innovation for students, professors, and communities alike.

## PLANNING A GREEN EVENT IS EASIER THEN YOU THINK!

*Let the Green Events Consulting Team Show You How*

Courtney Silver, AS Sustainability Program at CSU, Chico

Everyone loves a good event, but no one loves all the waste generated from it. The Green Events Consulting Team will go through their step-by-step process that they use with their clients to ensure that the next event you put on is as green as possible.

## COMMUNITY MICRO GRIDS 2

Fred Klammt, Winsol

Find out the latest developments in global community micro grids and leading edge business models. After a short, basic overview, case studies and working models of community microgrids will be presented. An interactive discussion focusing on community action oriented steps follows the presentation.

## SUSTAINABLE SOLUTIONS FOR DEVELOPING COMMUNITIES

Elizabeth Jachens, Max Ankeney, Rick Wade, Luann Manss, and Kelly Womack, SEEHD at CSU, Chico

This presentation will focus on the work of the student organization Sustainable Engineering and Environmental Health for Development (SEEHD). SEEHD partners with developing communities to provide sustainable solutions in the areas of water supply, sanitation, energy, and shelter within the means of the community's available resources.

## THE REAL DIRT ON CLEAN

Hilary Tricerri, Shaklee Corporation

The simple choice to use green cleaning products makes a significant impact on your health and the environment. Join us to learn about the choices you have to make your workplace and home safe places while going about saving the Earth.



BMU 303



BMU 304



BMU 312



BMU 314



BMU 204

**ELEMENTS OF BEEKEEPING**

Abbas Mohamed, Dominique Honeybees

We will delve into various elements of beekeeping, with more emphasis on urban beekeeping that residents of a city can take on rather than commercial or farm beekeeping. We will broach several topics, including the benefits of local honey and how urban beekeeping can lead to a more sustainable future.



*Featured Speaker*  
**HEATHER COOLEY**  
**THURSDAY 10-10:50 AM** BMU 210  
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BMU 211

**DISCOVERING TRUST AND COMMUNITY THROUGH SOCIAL CAPITAL**

*Defining and Measuring Our Most Precious Resource*

Edward Quevedo and Inna Volynskaya, Presidio Graduate School

This discussion will center on the relationship between enterprise culture, employee engagement, brand, community involvement, economic development, and sustainable development. We will use case studies to discuss and demonstrate this continuum.



BMU 314

**WORKING IN THE FRAGMENTATION FROM THE VISION OF WHOLENESS**

Adam Moes, Sky Creek Dharma Center

There is a wealth of practical wisdom in the philosophies of the East that we can apply to our current issues in environment and society. It is the sort of transpersonal wisdom through which an individual can experience themselves as being more effective in the world.

*Special Event*  
**OPEN FORUM**  
**LET'S TALK ABOUT WATER**  
**THURSDAY 5-5:50 PM** BMU 210  
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**DON'T MAKE A MOCKERY OF YOUR EVENT**

*Join the Green Events Consulting Team in planning a mock Earth Day festival*

Courtney Silver and Sophia Somers, AS Sustainability Program at CSU, Chico

Come and be a Green Events consultant for an hour and learn how to achieve a Zero Waste event. We'll be planning a mock Earth Day festival where we will be "greening" all aspects of this event, including waste management, decorations, advertisement, vendors, and food.

**PEER-TO-PEER APPROACHES TO BRING SUSTAINABILITY INTO UNIVERSITY CURRICULA**

Danielle Lauber, Alliance to Save Energy

Peer-to-peer teaching methods provide innovative learning opportunities for students. This presentation profiles three such approaches at CSU and UC campuses. These projects are mere snapshots of academic solutions developed by students, for students. The presenters hope audience members can adapt these ideas to their own campus needs.

**SUSTAINABLE BY DESIGN**

*Why Good Design Is Inherently Good for the Environment*

Hannah Hepner, Chico Natural Foods Cooperative; Brionne Saseen, Lundberg Family Farms; Stephanie and Brian Ladwig-Cooper, Gaia Creations; and Gregory Degouveia, artist

As permaculture and LEED buildings have demonstrated, thoughtful design is paramount to sustainability. What is it about the design process that produces better results than conventional methods? Our presenters will highlight local examples of good design and share insight for approaching any project with an eye toward sustainability.

*Special Event*  
**WELCOME RECEPTION**  
**THURSDAY 6-9 PM** BMU AUDITORIUM  
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BMU 303



BMU 304



BMU 312



BMU 204

### CLEARING THE WAY FOR LOCAL FOOD TO FEED THE REGION

Noelle Ferdon, Northern California Regional Land Trust, and Jacob N. Brimlow, PhD, CSU, Chico

Consumer, media, and academic interest in local food systems is rising. This panel will share research estimating how much food is grown and consumed in Butte, Glenn, and Tehama counties and will discuss details of what is happening locally to identify hurdles and solutions for rebuilding local food systems.



BMU 209

### UNEARTHING YOUR GREEN CAREER

Russell Marsan, GreenTraks Inc.

Trying to find a green career can be challenging within this highly competitive job market. This presentation will give you a competitive attitude and insight when applying for green jobs, and even demonstrate how to create your own job. If your desire is to attain a green career, you will not want to miss this presentation.



BMU 210

### NORTHERN SACRAMENTO VALLEY INTEGRATED REGIONAL WATER MANAGEMENT PLAN UPDATE

Vickie Newlin, Butte County Water and Resource Conservation

This presentation will provide an update on the activities of the Northern Sacramento Valley Integrated Regional Water Management (NSV IRWM) planning process, which involves the counties of Butte, Colusa, Glenn, Shasta, Sutter, and Tehama.



BMU 211

### NET IMPACT PROJECTS

*Diverging of Waste from Landfill*

Yesenia Ortiz and Devin Crawford, Net Impact of CSU, Chico

This year, Net Impact members conducted an in-depth analysis of the landfill and its environmental effects. At the end of the presentation, the audience will have a working knowledge of how to tackle the effectiveness of waste management through successful practices that significantly reduce the quantity of waste.

### EXPLORING, DESIGNING AND LAUNCHING SUSTAINABLE CURRICULUM

Stephen Miller, Strategic Energy Innovations

As campuses move forward with integrating sustainability across the curriculum, interdisciplinary approaches and experiential learning present opportunities for new approaches to course offerings. This session will explore the development of green certificate degree programs by examining cases studies from two Bay Area campuses.



BMU 303

### TEACHING SOCIAL ENTREPRENEURS TO DIAGNOSE OPPORTUNITY

Ryan Cabinte, Presidio Graduate School, Cutting Edge Capital

Sustainability requires solutions that bridge public and private sectors. This session will present Presidio Graduate School's newest course, Market Failure and the Regulatory Environment, which responds to this need. It asks MBA and MPA students to jointly apply the concepts of market and regulatory failure to spot opportunities for innovation.



BMU 304

### ALTERNATIVE TRANSPORTATION PLANNING & PROGRAMS AT CSU, CHICO

Fletcher Alexander and Kelsey George, CSU, Chico, Institute for Sustainable Development

Come learn about the many alternative transportation solutions being developed by the campus in support of our Climate Action Plan, including carshare and rideshare programs, bicycling incentives, transit subsidies, long-range planning efforts, and others. Bring your ideas for other alternative transportation options to share during an open conversation at the end of the session.



BMU 312

### RESISTANCE IS FERTILE

Julia Murphy and Ali Knight, Deep Green Resistance

We are out of time. Another two hundred species went extinct today, and catastrophic climate change has begun. If we really accept the seriousness of our situation, what would that mean for our strategy and tactics? Deep Green Resistance has an answer—a plan of action for anyone determined to fight for this planet and win.



BMU 314



BMU 204

### A MARKET FOR MEAT

*A Local Look at Sustainable Production and Consumption*

Hannah Hepner, Chico Natural Foods Cooperative, and Chris Kerston, Chaffin Orchards

Chris will share how Chaffin Orchards has led innovation in the use of permaculture techniques and holistic management grazing to minimize inputs and maximize fertility on the farm. Hannah will address how Chico Natural Foods Cooperative brings customers ethical and delicious meat options. Samples will be provided.



BMU 209

### GREEN CAREER FORUM

*PowerSave Green Campus, CSU, Chico*

Fletcher Alexander, Institute for Sustainable Development; Kevin Foley, Premier Mushrooms; Eli Goodsell, AS Sustainability at CSU, Chico; Scott Gregory, North State Resources; Ian Harck, GreenTraks; Danielle Lauber, Alliance to Save Energy; and Stephen Miller, Strategic Energy Innovations

Interested in getting a “green” job? CSU, Chico’s PowerSave Green Campus Program is hosting a Green Career Forum. Come find out what it takes to get a job in the field of sustainability. Students are highly encouraged to take advantage of this opportunity to interact with individuals currently working for a “green” company or organization.



BMU 210

### THE ECONOMICS OF WATER TRANSFERS FOR THE ENVIRONMENT

Eric Houk, CSU, Chico College of Agriculture

This presentation will describe the basic economic rationale for water transfers and how these water transfers can be utilized for environmental purposes. It will also highlight the need for an interdisciplinary approach (biology, hydrology, and economics) when evaluating the impacts of potential water-transfer scenarios.



*Featured Film*

### A DROP OF LIFE

THURSDAY 3-3:30 PM BMU AUDITORIUM

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### THE THEORY OF ZERO WASTE AS A RESOURCE CONSERVATION POLICY

Paul Palmer, Zero Waste Institute

Zero waste is a theory of the redesign of products and processes so that neither waste nor garbage is produced. A discussion of the sources of wasting will be offered as well as many practical examples of actual redesigns. It will be shown that ZW approaches are simple and practical as opposed to current recycling.



BMU 303

### PEAK OIL, SUSTAINABLE NUCLEAR ELECTRICITY, SYNTHETIC LIQUID FUELS & POTABLE WATER

Richard McDonald

Nuclear energy is sustainable for thousands of years as fuel can be recovered from seawater. Similarly, liquid fuels can be synthesized from seawater via Fischer-Tropsch chemistry, and potable water can be obtained from desalination.



BMU 304

### BUILDING A SUSTAINABLE FUTURE THROUGH RESILIENT COMMUNITY FOOD SYSTEMS

Kristin York, Presidio Graduate School, Cutting Edge Capital

Join the exploration of a shift to a localized demand model that addresses biodiversity, public health, and food security issues and features case studies where fundamental change at the community level is creating jobs, leveraging public-private partnerships, providing educational opportunities and restoring economic vitality at the local level.



BMU 312

### REAP THE BENEFITS OF REUSE

Kristina Miller, Tehama County Sanitary Landfill

Learn how this innovative program helps residents REAP the benefits of reuse. Topics to be discussed include how the REAP (Reuse of Available Products) program was developed and implemented, highlight how the program is beneficial to the public, and how the program can be successfully recreated in other communities.



BMU 314



BMU 204

**SUSTAINABLE FOOD PRODUCTION ON THE CHICO STATE UNIVERSITY FARM**

Lee Altier and Celina Phillips, CSU, Chico College of Agriculture

This visual tour of management at the Chico State University Farm will highlight the Organic Vegetable Project and the Sheep and Goat Units. It will provide participants with an overview of efforts to conserve resources, manage pests, and sustain biodiversity, soil quality and productivity.



BMU 209

**PROJECT RHAB (RICE HULLS AS ALTERNATIVE BUILDING)**

*Achieving Sustainability Through Use of Rice Hulls in Building Materials*

Maria Elena Anguiano and MESA (Mathematics Engineering Science Achievement) Program students, Butte College

Interns report on the progress of an EPA-P3 (People, Prosperity and the Planet) Award winning project by the MESA (Mathematics Engineering Science Achievement) Program. The focus is to explore ways to utilize rice hulls to create a sustainable building material. They will present research finding and practical applications of this sustainable technology.



BMU 210

**THE NEXT GREAT CALIFORNIA WATER BATTLE IS UNDER WAY, AND IT'S AT OUR DOORSTEP**

Barbara Vlamis, AquAlliance

Powerful, politically connected agricultural water districts south of the Delta have already destroyed the abundant natural bounty of South-state watersheds by irrigating marginal lands, transferring water, and excessive groundwater pumping. This presentation will discuss the efforts made by AquAlliance to prevent further degradation of the largest estuary in North America.

**THE MYTH OF PRIVATE SECTOR INNOVATION**

*Philanthropy, Policy Innovation, and the Rich Soil of Private/Public Partnerships*

Edward Quevedo, Presidio Graduate School, Cutting Edge Capital

This workshop will explore the public policy reforms required to energize social entrepreneurship and the private partnership model, with examples to be discussed. We will explore a radical new kind of partnership emerging: the more-than-profit/private/public triad model that promises new forms of wealth, innovation, and public policy transformation.



BMU 211

**CSU, CHICO ASSOCIATED STUDENTS' JOURNEY TO ZERO WASTE**

*Where We've Been and Where We're Going*

Bret Jensen, AS Sustainability Program at CSU, Chico

The presentation will focus on the efforts of the AS to accomplish their goal of zero waste by 2015. The presentation will mostly consist of graphs showing the progress in past and recent years toward the goal of zero waste.



BMU 303

**THE SUSTAINABLE SELF**

*Beyond Our Carbon Footprint*

Rich Silver, University of Earth

While climate change has gotten our attention, our challenges are actually much deeper. This workshop will explore the characteristics of the ecocentric human, examine the topic of "the rights of nature" and offer research-based practices for making this evolutionary shift of awareness to the true Ecocentric Sustainable Self.



BMU 304

**CREATING A SUSTAINABLE CAMPUS WITH LITTLE OR NO FUNDING**

Michael Kane, Sierra College

So you want a more sustainable campus. No coordinator, no committee, no support, no budget: no problem! We'll discuss how to create sustainable change on campus, change agent skills, present a case study, and, most importantly, we'll provide you with approaches you can implement the day after the conference.



BMU 312



Keynote Speaker

**SHALINI KANTAYYA**

**THURSDAY 3:30-4:30 PM BMU AUDITORIUM**

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BMU 204

**SCOOP AT CSU, CHICO**

*Sustainable Consultations of Office Practices*

Amanda Leonis, James Engelking, Kerrie Rose Feil-Olson, Nolan Tatro, and Kate Bratten, SCOOP at CSU, Chico

SCOOP is a student group working with campus offices to assess current office practices and make recommendations for improvements. In this presentation, we will display our new consultation criteria, objectives for awarding offices, and achieving greater outreach and visibility to our campus and the community.



BMU 209

**PROJECT REGEN (RICE-HULLS AS ENERGY GENERATION)**

*Achieving Sustainability Through Use of Rice Hulls Through Gasification and Bio-char Energy Generation*

Mary Elena Anquiano with Butte College REGen interns, Butte College MESA Program

Interns present on the progress of the ongoing applied research project at Butte College by the MESA (Mathematics Engineering Science Achievement) Program. They are completing research focused on the pyrolysis of rice hulls as well as the production of biochar. They will discuss findings and practical applications of this sustainable technology.



BMU 210

**SHERWOOD MONTESSORI'S SCHOOL GARDEN AND KITCHEN PROGRAM**

Richard Hirshen, John Howlett, and Michelle Yezbick, Sherwood Montessori School

We will be sharing our experience over the past three school years with anyone interested in supporting, starting or expanding their own school garden-kitchen program through agripreneurism, journalism, philanthropy, community outreach, "Let's Move!" and Chefs Move to Schools. We will also discuss our new Green direction.

**BECOMING A BUILDING COMMISSIONING PROVIDER**

Bernard Keister, Guttman & Blaevoet

This presentation will explain what building commissioning entails, how building codes like CALGREEN and standards like LEED are guiding our building stock to be more sustainable, and what opportunities and educational paths exist for those interested in a career as a building commissioning provider.



BMU 211

**SYMBIOTIC SOLUTIONS**

Chauncey Quam and Naiya Sullivan, Symbiotic Solutions

We will be presenting on ways that we can use living biological organisms, like mushroom mycelium, to clean our water and land. Our club will also be sharing the bioremediation experiments we are currently working on.



BMU 303

**TECHNIQUES TO FOSTER GREENER LIFESTYLE CHOICES**

*Fostering Behavior Change on Campus and in Your Community*

Morgan King, Leo Bell, and Emily Moloney, Humboldt State University

This session provides an overview of proven techniques that foster greener lifestyle choices. The presenters will discuss how they have used these techniques to successfully encourage behavior change within the Humboldt State University campus community. The presentation includes an interactive session to develop projects that can be implemented within any community type.



BMU 304

**BALANCING ECONOMICS AND WILDNESS IN CANADA**

*Viewed From the Perspective of the Veggie Voyagers*

Chris Nelson and Michael Pike, Veggie Voyagers

Our Canadian neighbors are virtually unknown to those who have not traveled outside the United States. This is an introduction into the beauty and challenges of Western Canada through the eyes of US environmental activists. The presentation includes a slide show as well as brief description on traveling on waste vegetable oil.



BMU 314



*Keynote Speaker*

**CHRIS JORDAN**

**FRIDAY 3-5 PM BMU AUDITORIUM**

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BMU 204

## WORKSHOP ON SUSTAINABLE LIVING SPACES

James Engelking, Nolan Tatro, Amanda Leonis, Kerrie Rose Feil-Olson, and Sean Young, SCOOP (Sustainable Consultations of Office Practices) at CSU, Chico

This presentation features a workshop on sustainability solutions for the home, small office, or dorm room. We will also address tools and techniques for reducing energy consumption, managing waste, and reducing costs and emissions incurred through purchasing, transportation, and energy.



BMU 209

## THE WATER CRISIS IN THE CENTRAL VALLEY

University of California, Merced's Innovative Approach to Educate Students About Water Conservation

Martin Figueroa, UC Merced PowerSave Green Campus Program

UC Merced is transforming the way students are educated about sustainability and are creating long-term changes that integrate technology and social networks. Topics in this presentation include where our water comes from, the water crisis in the Central Valley, and UC Merced's role in water conservation.



BMU 210

## THE STORY OF BUTTE COUNTY'S BIGGEST POLLUTER

How You May Be Exposed to Dioxins

Robyn DiFalco, Mark Stemen, and Julia Murphy, Butte Environmental Council

The Butte Environmental Council will report on an alarming local story of the largest polluter in Butte County, and how we've all been exposed to their toxic waste through our food supply. The session will explain the basics of dioxin, how it's created, and how it affects human health.



BMU 211

## THE GRASSROOTS HEALTHCARE REVOLUTION

Establishing Affordable Nontoxic Sustainable Medical Systems on a Small Scale

Susan Tchudi and Mohohito Richerson von Tchudi, Everything Herbal CSA at Turkey Tail Farm

This session describes "grassroots healthcare," a system of health that is local and sustainable. We'll describe the global and local benefits of plant-based medicine: affordable healthcare, ecological restoration, economic upliftment, and preservation of culture via ethobotanical traditions, and present attendees with ideas about getting started growing culinary and medicinal herbs.

## ELEMENTARY IN THE GARDEN

Connecting K-6th Grade Kids, Gardens, and Community

Karen Altier, Flo Hamilton, Sherri Scott, and Susie McAllister, Chico Area Recreation Department, and Shannon J. Payne, Chico Unified School District After-School Program

Introducing school-age children to gardening is important for many reasons. Children need to understand where food comes from. They are the future caretakers of the land and producers of food. Stroll through five after-school enrichment program gardens and see how connecting with community can make kids' gardens possible.



BMU 303

## EMPOWERING LEADERS FROM THE INSIDE OUT

Internal and External Organizing Strategies

Kevin Killion and Melody Leppard, California Student Sustainability Coalition

Each of us has a vital role to play in empowering ourselves and empowering others. This workshop will be interactive and engaging of everyone in audience. Together we will focus on developing a shared understanding of what it means to empower one's self and others as leader in a non-hierarchical organizing model.



BMU 304

## BEYOND ORGANIC

The Benefits and Limitations of Organic Certification

Hannah Hepner, Bryan Shaw, and Christopher Dalton, Chico Natural Foods Cooperative

Organic certification has been the benchmark for purchasing decisions by conscientious consumers. But the term "organic" has encountered practical limitations. Join Chico Natural Food Co-op's staff for insight into where the value of "organic" lies. We will address the basics of organic production, the process of certification, and the roles of regional vs. industrial farmers.



BMU 312

## ETHICS AND HUMAN POPULATION OVERSHOOT

Peter M. J. Hess, National Center for Science Education

Earth will be catastrophically overpopulated with a projected nine billion humans in 2050, with population overshoot a significant stumbling block to long-term sustainability. The keys to reaching demographic stability are (1) developing comprehensive education on carrying capacity, (2) fostering cultural and religious leadership on population sustainability, and (3) encouraging replacement-sized families.



BMU 314



BMU 204

### RESIDENTIAL SOLAR ECONOMICS

*Sustainability, Financing and How GRID Alternatives Is Helping Market Transformation*

Mike Sharma, Eugenia Terentieva, and Rebekah Casey, GRID Alternatives

Join GRID Alternatives for a workshop including hands-on demonstration of the fundamentals of residential solar systems. Learn about the nonprofit's unique program model bringing benefits of solar energy to communities in need across the state. Sign up for an optional Saturday solar installation in Chico. RSVP to [infony@gridalternatives.org](mailto:infony@gridalternatives.org).



BMU 209

### SUSTAINABILITY MANAGEMENT CERTIFIED ASSOCIATE

Angela Casler, CSU, Chico College of Business

Gain a competitive advantage by certifying your knowledge, skills, and abilities in sustainability management. Certified professionals are change agents, sustainability coordinators, managers in any type of business or government role, and students across the country. Join SMA today!



BMU 210

### FRACKING SUSTAINABLY

Noah Rodriguez, CSU, Chico graduate student

Hydraulic fracturing or "fracking" streamlines the extraction of natural gas and oil. Concerns of human health and environmental impacts from fracking continue to surface. This presentation will discuss sustainable practices involving fracking including incorporating a balance between the environmental, economic, and equity to become a sustainable practice.



BMU 211

### IS MARKET-BASED POLICY THE BEST APPROACH TO CLIMATE CHANGE?

Kristin York, Presidio Graduate School, Cutting Edge Capital

This session will explore the socioeconomic impacts, climate change investment strategies and political challenges of California's cap and trade. It will also explain why California's model may be the best approach to mitigation and adaptation in terms of cost effectiveness, scalability and expedient impact to GHG reductions.

### CHICO WALKABILITY

Anthony Graybosch, CSU, Chico

Walkability is an important factor in building a sustainable community. This presentation addresses the walkability of seven key Chico neighborhoods. Students in Philosophy 102 Logic and Critical Thinking selected the seven neighborhoods outside the campus for evaluation. Their findings will be presented here.



BMU 303

### COMPOSTING BEYOND THE BASICS

Matt Navarro and Bri Mulvey, AS Sustainability Compost at CSU, Chico

This presentation will discuss the economic, social, and ecological benefits and opportunities of composting on a micro and macro scale.



BMU 304

### AWARENESS INTO ACTION

Adrienne Spitzer and Brietta Linney, HSU PowerSave Green Campus Program; Lauryn Gutowski and Delia Bense-Kang, UCSC PowerSave Green Campus Program; and Hilary Queen, CSU, Chico PowerSave Green Campus Program

Students working for the PowerSave Green Campus Program at three universities in California will discuss how they implemented projects on their campuses that bring together outreach campaigns and measurable metrics-generating opportunities. They will discuss best practices they developed to carry out projects and common challenges associated with those projects.



BMU 312

### PUBLIC BANKING FOR A REAL FREE MARKET

Jedediah Biagi and Rick Robins, Main Street Forum

This presentation will explore how public banking can revive our communities. We will use the Bank of North Dakota as a model to discuss the idea of how community banks can use public assets to generate affordable credit, create a non-tax revenue stream and strengthen the local economy.



BMU 314



*Featured Film*

### MOTHER: CARING FOR 7 BILLION & LOCAL LUNCH

FRIDAY 12-1:45 PM BMU AUDITORIUM

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BMU 204

### X-TREME PEER MEDIATION AND CONFLICT RESOLUTION

Chico High X-Treme Peer Mediation with Advisor Facilitator Mike Carroll and co-advisor Cameron Kovacs, Chico High School Resource Office and Chico Police Department Liaison

Students from the X-Treme Peer Mediation club at Chico High School will discuss efforts they are making to reduce conflict. The club assists students in mediating conflicts and provides training in anti-mean girls, anti-bullying and anti-gang involvement to elementary and junior high schools in the Chico Unified School District.



BMU 209

### BIOFILTRATION WETLAND EDUCATION LEARNING LABORATORY (BWELL) PROJECT

*Student interns participate in sustainability and STEM research on a community college campus*

Maria Elena Anquiano, Butte College MESA Program, and BWELL Project interns

We report on the progress of an ongoing applied research project at Butte College by the MESA (Mathematics Engineering Science Achievement) Program. Currently the BWELL interns are completing the installation of the biofiltration wetland. More than 40 interns have been involved in the project; there are seven interns currently.



BMU 210

### THE BUSINESS OF WATER

Peeter Bonacich, Cheri Chastain, and Aimee Sunseri

Join the California Water Service Company, Sierra Nevada Brewing Co., and New Clairvaux Vineyard to learn the best practices in water management. Join in their journey to discover ways to reduce consumption, reuse resources, and strive for zero waste and be a part of the solution.



BMU 211

### THE ETHICAL IMPERATIVE OF NUCLEAR POWER GENERATION

Peeter M. J. Hess, National Center for Science Education, and Richard J. McDonald, Lawrence Berkeley Laboratory

Critical to sustainability is replacing fossil fuels with renewable and low-carbon sources. A huge population requires a staggering amount of power generation, and low-carbon nuclear energy is sustainable in the long term. Fears of radioactivity are exaggerated, and expected deaths would be minuscule compared to the deaths expected from climate change and/or fossil fuel exhaustion.

### CARBON CYCLE & FOOD OR BIOFUELS

Thor Bailey, Ag Biomass Foundation; and Valerie Navarro, Living Elements

Biomass Energy is perceived as a promising alternative to fossil fuels, but how will this affect the agricultural industry? Join ABF's panel of experts in debate as they explore the carbon cycle and economic realities behind Biomass Energy Production and the sustainability of California Agriculture and urban food production systems.



BMU 303

### THE STATUS OF K-12 ENVIRONMENTAL EDUCATION IN CHICO

*Successes, Challenges and Opportunities*

Jeremy Miller, Kids and Creeks; Jon Aull, Chico Creek Nature Center; Scott Huber, CSU, Chico's Ecological Reserves; and Peter Hollingsworth, Retired Teacher

The need for an environmentally literate populace cannot be overstated, and this awareness must start in grade school or sooner. How is Chico doing on this front? This presentation provides a "status report" of K-12 environmental education in our region and suggests ideas for the future.



BMU 304

### SOCIAL ENTREPRENEURSHIP

*It's Not What You Think It Is*

Edward Quevedo, Presidio Graduate School

Presented by the MBA Capstone Entrepreneurship Faculty of Presidio Graduate School and the Bainbridge Graduate Institute, this rapid-fire discussion format panel will explore the big myths and emerging, disruptive truths about social entrepreneurship.



BMU 312

### CULTIVATING COMMUNITY

*A Comprehensive Effort to Promote Local Food Security*

Lee Altier, CSU, Chico College of Agriculture; Karen Goodwin, CSU, Chico Center for Nutrition and Activity Promotion; Richard Roth, CSU, Chico; and Julie Estep, Adept Professional & Training Services

Recognition of the value of a strong, resilient food network dictates the necessity that all members of the community have access to nutritious, locally grown food. This presentation will invite participants to share in a discussion of how to promote community health by engagement in addressing basic food needs.



BMU 314



**BMU  
ATRIUM**

*Tour*

## CAMPUS SUSTAINABILITY TOUR

*North Entrance of the BMU Atrium*

**Fletcher Alexander, CSU, Chico Campus Sustainability Coordinator**

This tour of campus will highlight campus sustainability initiatives including LEED certified buildings, alternative transportation projects, waste diversion and recycling efforts, sustainability programming in the Associated Students, University Housing, and more! Join us and learn about sustainability at CSU, Chico from the folks who work on it every day.

## GREENING OF THE CONFERENCE

*Sustainability is the mission of the conference content and operations. We have taken the following measures to ensure that the conference reflects those principles:*

- Asked presenters to limit paper handouts during sessions
- Implemented a mobile application to limit the number of programs printed
- Decreased the program size by 35% from last year
- Printed posters and programs on Green Seal Certified "Environment" paper, made from renewable energy and containing 100% post-consumer chlorine-free fiber
- Implemented a 100% electronic check-in and ticketing system
- Reused lanyards and wristbands from previous years
- Provided only reusable dishware at all meals
- Consciously chose foods that were seasonal, local, and organic when possible, including produce from our own University Farm
- Used bulk condiments (no single servings)
- Obtained all food (except coffee) from the greater North Valley when possible
- Posted accessibility information for people with disabilities
- Suggested participants stay in downtown Chico so they are within walking distance of the campus
- Used reusable or compostable decorations
- Provided recycling and compost bins throughout the conference
- Collected all food waste during meal preparation for composting
- Provided options for moderators to limit light during sessions
- Limited meat choices and offered vegetarian and vegan options for reception and lunch
- Removed trash cans from session rooms to encourage zero waste
- Created and encouraged a carpooling system using Zimride

This Way To Sustainability<sup>SM</sup> VIII programs, posters, and postcards are printed on green seal certified environment<sup>®</sup> pc 100 white. Made with 100% post-consumer fiber; mill process, including packing are environmentally preferable.

[www.greenseal.org](http://www.greenseal.org)



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CONFERENCE HOST



CONFERENCE CO-HOST



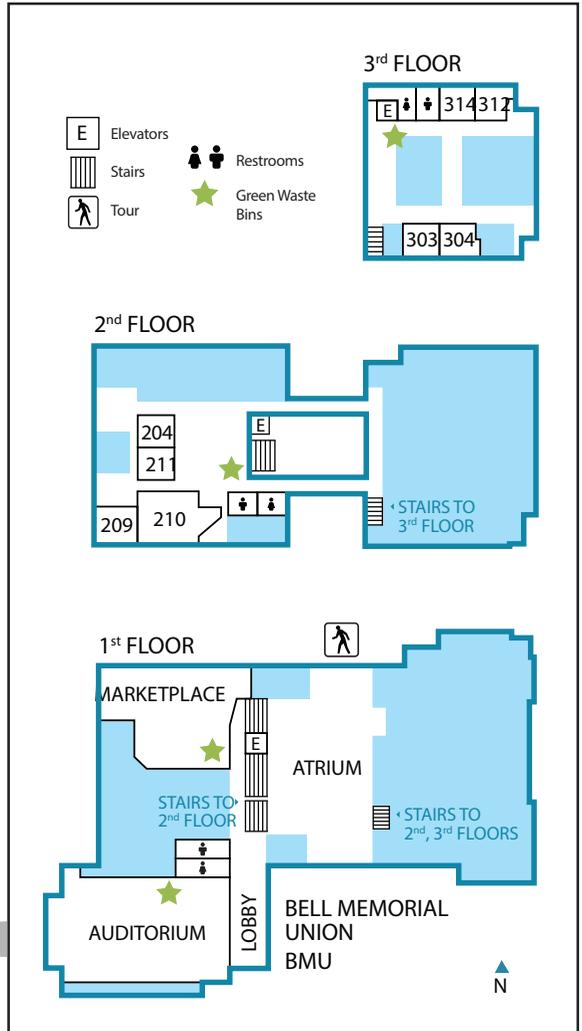
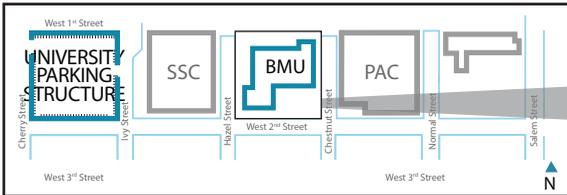
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Parking Information

Special rate conference parking is available at the University Parking Structure located at 2nd and Cherry Streets, 3rd floor and "G" spaces only. Purchase a ticket at **only** the 3rd floor dispenser using code **0307** Thursday and Friday for a special conference rate of \$3 per day. Cash or coin payments must be exact. Visa and MasterCard are accepted. Please **do not** park in any stall posted Reserved. Parking lots are enforced from 7:30 a.m.-10:00 p.m. Permits must be clearly displayed on the dash of your vehicle.

Additional parking is available in City of Chico lots adjacent to the University at the corner of 2nd & Salem Streets, and in the City of Chico Parking Structure at the corner of 4th & Broadway Streets.



ADA Information

California State University, Chico has adopted a policy of nondiscrimination and encourages all people to participate in our programs and activities. 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 contact 530-898-3333 with accommodation concerns in advance, or visit the registration table for further assistance. For more information, please visit our Accessibility Resource Center website at [www.csuchico.edu/arc/](http://www.csuchico.edu/arc/).