

Green Innovations 2009: Connecting Natural Capital to Economic Competitiveness

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Green Innovations 2009 is your opportunity to be where innovation, business and energy technology meet. Learn to increase your triple bottom line!

- Launch the UW-Green Bay Environmental Management and Business Institute.
- Position UW-Green Bay and the New North region as the leader in sustainable and renewable energy and a springboard for energy technology.
- Provide a showcase for emerging and existing businesses utilizing new innovation in biomass conversion, energy-saving devices, renewable energy sources and green business practices.
- Connect UW-Green Bay alumni, students, faculty and staff and businesses to build and strengthen relationships.

Schedule

	Welcome	Chancellor David Ward Lt. Governor Barbara Lawton
8:30 a.m.	Keynote	<p>The Business Case for Sustainability Bob Willard, author, <i>The Sustainability Advantage</i> The Business Case for Sustainability (ppt) 1. The Sustainability Advantage Worksheets - Large Enterprise Version (Excel) 2. The Sustainability Advantage Worksheets - SME Version (Excel)</p>
9:45 - 10:30 a.m.	Keynote	<p>Green Energy Larry Weyers, Executive Chairman, Integrys Energy Group, Inc. Full text of speech (PDF)</p>
10:30 a.m.	Entrepreneur's Showcase* Begins	
	Concurrent Breakouts	
	Track #1	<p>Developing Human Capital for Sustainability Presentations from sustainability managers</p> <ul style="list-style-type: none"> • Mike Kraft, Professor of Public and Environmental Affairs at UW-Green Bay • Rob Bermke, Senior Environmental Engineer at Georgia Pacific

- Leif Nygaard, Appleton Service Branch Manager, serving Northeast Wisconsin and the Michigan's Upper Peninsula, Johnson Controls

Transition to Sustainability

Benefits of triple bottom line and making the business case for sustainability

10:45 - 11:45 a.m.

Track #2

- Steve Dunn, Ph.D., CPIM, Chair of Supply Chain and Operations Management at UW-Oshkosh
- Tim Weyenberg, CEO at Foth, LLC

Profitability of Sustainability

Case studies of new businesses developing innovations in renewable/sustainable energy

Track #3

- Paul Lemens, Director of Institute for Entrepreneurship and Innovation at UW-Green Bay (facilitator)
- John Hippensteel, Owner of Lake Michigan Wind and Sun
- Daniel De Buhr, President and co-founder of AgrEnergy, LLC
- CJ Schmidt, Managing Member of Fiber MX, LLC

Noon - 1 p.m.

Luncheon and Presentation sponsored by WPS

Our Future Workforce

Dennis Winters, Chief, Office of Economic Advisors, Wisconsin Department of Workforce Development
[Presentation \(pdf\)](#)

Entrepreneur's Showcase*
10:30 a.m. - 3 p.m.

Concurrent Breakouts

sponsored by Baylake Bank

Developing Human Capital for Sustainability

Panel discussion on forecasting the skills needed for the next generation of workforce

Track #1

- John Katers, Associate Professor of Natural and Applied Sciences at UW-Green Bay (facilitator)
- Amy Kox, Sustainable Programs Manager at Northeast Wisconsin Technical College
- Jennifer Sims, Green Bay HS&E Leader at Procter & Gamble Paper Products Company

Transition to Sustainability

Discussion to share the resources available to businesses moving into new product development or green practices

1:45 - 2:45 p.m.

Track #2

- Kurt Waldhuetter, Regional Director of Wisconsin Entrepreneurs' Network (Facilitator)
- Chris Calawerts, President at EnCap
- Les Smith, Senior Management Customer Quality Assurance, Tufco Technologies, Inc.
[Presentation \(pdf\)](#)
- Bob Pederson, President and CEO, Goodwill Industries

Track 3: Profitability of Sustainability

Track #3

- John Stoll, Co-Director of Environmental Management and Business Institute at UW-Green Bay (facilitator)
- Don Draxler, Director of Global Environmental Affairs, Oshkosh Corp. and Sue Murawski P.E., Senior Environmental Engineer, Oshkosh Corp.

- Joe Kramer, Senior Project Leader, Energy Center of Wisconsin
[Presentation \(pdf\)](#)
- Ken Buelow, Dairy Manager of Holsum Dairy
[Presentation \(pdf\)](#)

3 - 7 p.m. Earth Day Celebrations on Campus and in the Community

