

# BIG GREEN CONFERENCE

October 15, 2009

Co-hosted by: **Larkin  
Hoffman**  
ATTORNEYS



## GREEN GROWTH FOR BUSINESS: How and Why it Benefits the Bottom Line

Join local government and business leaders as they discuss proposed policy frameworks for regulating greenhouse gas emissions and incentives for businesses to become more energy efficient and environmentally sustainable.

8:30 A.M. to 4:15 P.M. • Mall of America • Bloomington, MN 55425

### Topics and Feature Presenters\* Include

#### • INCENTIVES FOR SUSTAINABLE DEVELOPMENT

- Representative Jeremy Kalin, Minnesota House of Representatives
- Craig Johnson, Intergovernmental Relations Representative, League of Minnesota Cities
- Representatives from the U.S. Green Building Council

#### • RENEWABLE ENERGY GRANTS

- Bill Glahn, Director of the Minnesota Office of Energy Security and Deputy Commissioner of Commerce
- Janet Streff, Manager, Minnesota Department of Commerce, Office of Energy Security

#### • GREEN STRATEGIES

- Magnus Wennerholm, CEO, Illuminate Labs
- Rachelle Schoessler Lynn, CID, ASID, LEED AP, Studio 2030

#### • LUNCH PRESENTATION FEATURING POLAR EXPLORER AND ENVIRONMENTAL ACTIVIST WILL STEGER

- Introduction by Mayor Gene Winstead, City of Bloomington
- A stunning visual account of his explorations and the effects of global warming on the polar ice caps

#### • GREENHOUSE GAS AND PERMITTING REGULATION

- Representative Kate Knuth, Minnesota House of Representatives
- Assistant Commissioner David Thornton, Minnesota Pollution Control Agency

#### • IMPLEMENTATION OF GREEN TECHNOLOGY AND ENERGY EFFICIENT PRACTICES

- Jim Faulconbridge, Principal of Karges-Faulconbridge, Inc.
- Kurt Hagen, Vice President, Development, Mall of America Company
- Larry Lee, Director, Community Development, City of Bloomington
- Mario Monesterio, Founder and Principal, Westwood Renewables and Nathan Franzen, General Manager, Westwood Renewables
- Representatives from the U.S. Green Building Council Green Schools Initiative

#### • MALL OF AMERICA RECYCLING CENTER TOUR

- Lydell Newby II, Manager of Environmental Services, Mall of America Company

A portion of the proceeds will be donated to: **WILL STEGER**  
FOUNDATION 

*\*Presenters are subject to change.*