

2012 Summit Program

Wednesday, September 5, 2012

9:00-11:00am Tours | Safeco Field & CenturyLink Field

11:45am-12:30pm Lunch & Networking

12:30-3:00pm Operations Workshop — Improving Performance: Environmental strategies for tackling facility operations and delivering cost savings

Sponsored By:



3:00- 3:15pm Break

3:15-5pm Communications Workshop — Telling the Story: Integrating inspiring and authentic environmental messaging into team communications

5:30-7:30pm Opening Reception at the Hyatt at Olive 8

Sponsored By:



Thursday, September 6, 2012

7:30-8:30am Breakfast & Networking

Sponsored By:



8:30-9:00am Opening Plenary | Green Sports Alliance: Year in Review

Sponsored By:

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Keynote | The State of Sports Greening, Dr. Allen Hershkowitz, Senior Scientist, Natural Resources Defense Council

9:00-10:15am Environmental Perspectives from the Leagues

Sponsored By:



- [Moderator: Dr. Allen Hershkowitz](#) | Senior Scientist, Natural Resources Defense Council
 - [Omar Mitchell](#) | Director of Sustainability, National Hockey League
 - [Paul Hanlon](#) | Director of Facilities Operations, Major League Baseball
 - [Mike Lynch](#) | Managing Director of Green Innovation, NASCAR
 - [Jarian Kerekes](#) | Director of Community Relations, National Basketball Association
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10:15-10:45am Networking Break

10:45am-12pm Organizational Sustainability and Supply Chain Strategies

Sponsored By:



- [Moderator: Dr. Brian Natrass](#) | Managing Partner, Sustainability Partners Inc.
 - [Rob Bernard](#) | Chief Environmental Strategist, Microsoft
 - [Kevin Hagen](#) | Director of Corporate Responsibility, REI
 - [Ben Packard](#) | Vice President of Global Responsibility, Starbucks
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12:00-1:00pm Lunch & Networking

Sponsored By:



1:00-1:30pm



Keynote | Syd Mandelbaum, MA, MBA, CEO and Founder, Rock and Wrap It Up!

Sponsored By:



1:30-2:30pm Beyond Hot Dogs, Peanuts and Beer: Innovations in sports concessions

Sponsored By:



- [Moderator: Jonathan Kaplan](#) | Senior Policy Specialist, NDRC
 - [Michele Grossman](#) | Regional Manager, Waste Management
 - [Jami Leveen](#) | Director of Marketing and Environmental Stewardship, ARAMARK
 - [Anne Marie McManus](#) | Director of Environmental Affairs and Sustainability, Delaware North Companies Inc.
 - [Adrian Dishington](#) | Regional Director, Centerplate
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2:30-3:00pm Networking Break

3:00-4:30pm Engaging and Activating Fans Around Green Initiatives on Game Day

Sponsored By:



- [Moderator: Joe Khirallah](#) | CEO, Green Bear Group
 - [Robin Raj](#) | Founder and Executive Creative Director, Citizen Group
 - [Steve Scott](#) | Vice President of Partnership Sales, Portland Trail Blazers
 - [Diane Wood](#) | President, National Environmental Education Foundation
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6:00-9:30pm An Evening at the Ballpark | Safeco Field

MLB Commissioner Allan H. (Bud) Selig

Keynote | Andrew Ference, Defenceman for the Boston Bruins, Stanley Cup Champion and Environmentalist

Reception

Sponsored By:



Friday, September 7, 2012

7:30-8:30am Breakfast & Networking

8:30-9:00am



Keynote | The Future of the Built Environment, Jason McLennan, CEO, International Living Future Institute/Cascadia Green Building Council

Sponsored By:



9:00-10:15am Lessons in Conservation Part 1: Game day success stories

Sponsored By:



- [Moderator: Bob Perciasepe](#) | Deputy Administrator, U.S. Environmental Protection Agency
 - [Joe Abernathy](#) | Vice President of Stadium Operations, St. Louis Cardinals
 - [Leonard Bonacci](#) | Director of Event Operations, Philadelphia Eagles
 - [Brad Mohr](#) | Assistant Director of Ballpark Operations, Cleveland Indians
 - [Dave Newport](#) | Environmental Center Director, University of Colorado Boulder
 - [Teddy Werner](#) | Senior Director of Business Operations, Milwaukee Brewer's Baseball Club
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10:15-10:45am Networking Break

10:45am-
12:00pm

Lessons in Conservation Part 2: Approaches to measuring success

Sponsored By:

- [Moderator: Jill Savery](#) | Head of Sustainability, America's Cup Event Authority
- [Mike Goodfellow-Smith](#) | Director, QUEST for Future Solutions; Lead Environmental & Strategy Consultant, Manchester United



- [Jennifer Regan](#) | Global Sustainability Director, AEG
- [Russell Seymour](#) | Sustainability Manager, Marylebone Cricket Club; Founder, British Association for Sustainability in Sports & Founder and Chair, British Association for Sustainable Sport (BASIS)
- [Jackie Ventura](#) | Operations Coordinator, AmericanAirlines Arena, HEAT Group

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| 12:00-12:15pm | Closing Remarks |
| 12:15-1:15pm | Lunch |
| 4:00-5:00pm | Tour of the Bullitt Center — Led by Bullitt Foundation Representatives |
| 7:00-10:00pm | Seattle Mariners vs. Oakland Athletics Safeco Field Special Alliance tickets available for Summit Attendees |

2012 Event by [Green Sports Alliance](#). Produced by [Social Enterprises, Inc.](#).

2012 Session Details

[Tours: Safeco Field & CenturyLink Field](#)

Tour of Safeco Field — Led by Scott Jenkins | Vice President of Ballpark Operations, Seattle Mariners/Safeco Field

Come see why the Seattle Mariners and Safeco Field are leaders in sports greening. You'll learn how conservation measures have saved the club over \$1.5M and have them fast approaching an 90% waste diversion rate.

Tour of CenturyLink Field — Led by Darryl Bengé | Assistant General Manager, First & Goal, Inc. — Seattle Seahawks/Sounders FC/CenturyLink Field

Get an up-close look at the 830,000 kWh solar panel array and other ways the Seattle Seahawks and Seattle Sounders FC are cutting energy use, conserving water, and diverting waste from the landfill at CenturyLink Field.

[Operations Workshop — Improving Performance: Environmental strategies for tackling facility operations and delivering cost savings](#)

Co-hosted by Green Building Services & Milepost Consulting with on-site technical expertise provided by the EPA and NRDC.

With dedicated discussions in the areas of energy, water, waste and green purchasing, this workshop will address tactical strategies to help guide teams and venues through the greening process.

[Communications Workshop — Telling the Story: Integrating Inspiring and Authentic Environmental Messaging into Team Communications](#)

Co-hosted by Wieden + Kennedy

Workshop will present and discuss compelling, inspiring and authentic environmental messaging solutions to engage fans and increase brand value.

[Keynote | State of Sports Greening — Dr. Allen Hershkowitz](#)

Dr. Allen Hershkowitz, Senior Scientist at the Natural Resources Defense Council, will discuss the results of the State of Sports Greening Report — highlighting the ever-growing progress of United States' professional sports leagues and teams towards environmental stewardship.

[Environmental Perspectives from the Leagues](#)

Sports leagues have made great strides in environmental performance. Top leadership from the Major Leagues will discuss what's underway in data tracking, environmental initiatives, and fan engagement, and what the future holds for their respective leagues and the greening of the sports industry.

[Organizational Sustainability and Supply Chain Strategies](#)

Organizational sustainability is not the job of a single person or department. Major global companies are implementing comprehensive sustainability strategies that engage all stakeholders. Panelists will discuss the importance of integrating a sustainability framework throughout the entire organization, and their supply chain.

[Keynote | The New Food Experience — Syd Mandelbaum, M.A, M.B.A](#)

Syd Mandelbaum, MA, MBA, CEO and Founder of Rock and Wrap it Up!, will introduce opportunities for sports teams to enhance the food experience at sporting events. Addressing how, through partner collaboration, teams, venues and concessionaires can continue to expand the options for food at events - providing healthier selections, reducing their environmental impact, reducing hunger in their communities and educating & activating fans around a better food system.

[Beyond Hot Dogs, Peanuts and Beer: Innovations in sports concessions](#)

A discussion on the importance of teams, venue operators and food service providers working together to address local food, packaging and food waste issues. Panelists will share how venues are creating new food experiences at sporting events, reducing waste, and leveraging the unrivaled power of sport to educate, inspire and activate fans around the food system.

[Engaging and Activating Fans around Green Initiatives on Game Day](#)

Panelists will share stories of how teams, venues and environmental experts are engaging fans in greening efforts and inspiring environmental stewardship through fan activation.

[An Evening at the Ballpark](#)

Evening at the Ballpark benefiting the Green Sports Alliance, with special guest MLB Commissioner Allan H. (Bud) Selig. Come celebrate Commissioner Selig's support and leadership in greening Major League Baseball and the success of the Green Sports Alliance.

[Keynote | The Future of the Built Environment — Jason McLennan](#)

Jason McLennan, CEO, International Living Future Institute/Cascadia Green Building Council, an influential and widely sought-after speaker on the green building movement will present on what the future of sustainability and the built environment looks like and how it pertains to sports venues.

[Lessons in Conservation Part 1: Game Day Success Stories](#)

Panel of sports industry leaders sharing success stories and discussing how energy, water, and waste conservation strategies play out on game day.

[Lessons in Conservation Part 2: Approaches to measuring success](#)

Continuing the conversation on energy, water and waste conservation with a look at how venues are approaching certifications and measuring the success of their environmental initiatives.

[Tour of the Bullitt Center — Led by Bullitt Foundation Representatives](#)

Join us for a tour of the Bullitt Center site to see this "game changing" building taking shape. Scheduled to open in December 2012, the six-story Bullitt Center will be the most efficient commercial building in the world and the first to meet the rigorous, performance-based standards of the Living Building Challenge (LBC), a new sustainability protocol that seeks to transform the impact that buildings have on people and the environment. Among the building's noteworthy attributes are that it will be net zero water and energy and all materials have been screened to exclude toxic substances.

[Seattle Mariners vs. Oakland Athletics](#)

Celebrate with members of the Green Sports Alliance at Safeco Field on Friday, September 7th as the Seattle Mariners take on the Oakland Athletics. The Mariners have made discounted tickets available to all Green Sports Alliance Summit attendees and guests.