

# “The Rising Role of Renewables in Corporate Strategy” Workshops

**April 25-April 27**  
**Hotel Monaco - San Francisco, CA**

## Workshop Agenda

### Wednesday, April 25 –

6:00 p.m. Welcoming Reception – Keynote Speaker – **Jill Sideman** –  
CH2MHill and **Jared Blumenfeld**, Director of Department of  
the Environment City and County of San Francisco  
Location: ATHENS NORTH



### Thursday, April 26 -

7:30 a.m. Continental Breakfast  
LOCATION: ATHENS SOUTH

8:30 a.m. Welcome and Introductions by AHC Group and Sterling Planet  
LOCATION: ATHENS NORTH

9:00 a.m. **Gerrit Reinders**, Director Sustainable Energy Solutions,  
**Johnson Controls Inc.**



“The Path to Sustainability”

10:00 a.m. Break

10:15 a.m. Colonel **Thomas Brown**, Chief, CE Operation and  
Infrastructure, US **Air Force**



U.S. AIR FORCE

“Air Force Energy Initiatives”

11:15 a.m. **Erin Crotty**, former Commissioner of **NY Department of  
Conservation**, now President, **The Crotty Group** and AHC  
Group Senior Associate



12:15 p.m. Lunch  
LOCATION: ATHENS SOUTH

Luncheon Speaker: **Bruce Piasecki** – author of **World Inc.** on how international  
companies are creating solutions for climate change, renewable technologies and  
corporate profit. [www.worldincbook.com](http://www.worldincbook.com)

1:15 p.m. **Mark Loukides** – **Johnson & Johnson**

“J&J’s Sustainability, Energy and Climate Strategy”



To Register or more information contact:

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Kelly Bennett – Sterling Planet (518) 269-1636, [kbennett@sterlingplanet.com](mailto:kbennett@sterlingplanet.com)



2:30 p.m. **Bentham Paulos**, Program Officer, Renewable Power and Biofuels, **Energy Foundation**  
"Policies to Advance a Clean Energy Future"



3:30pm **Kurt Johnson**, Director of Marketing and Business Development, **Recurrent Energy, Inc.**



### Friday, April 27 –

7:30 a.m. Continental Breakfast  
LOCATION: ATHENS SOUTH

8:00 a.m. MEETINGS: ATHENS NORTH  
**Geoffrey Slevin, BP Solar**  
"Carbon Markets and Alternative Energy Solutions"



9:30 a.m. **Wendy Pulling**, Director of Environmental Policy, **PG&E**  
"ClimateSmart Energy Purchasing Program"



10:45am **Craig Hanson**, Manager of Green Power Marketing Development Group, Climate and Energy, **World Resources Institute**  
"The Business Case for Corporate Use of Renewable Energy"



11:30 a.m. Round up of leadership benchmarking deliberations on Rising Role of Renewables on Corporate Strategy by  
**Mel Jones**, CEO, **Sterling Planet**  
**Bruce Piasecki**, Founder & President, **AHC Group**  
"Key Points on the Tipping Point and Insights"



### Hotel Meeting Logistics:

Hotel Monaco  
501 Geary Street  
San Francisco, CA 94102  
<http://www.monaco-sf.com/>  
800-214-4220

### Reservations:

APRIL 9<sup>th</sup> is the last day to get  
AHC Group room-block discount  
rate of \$209.00/night.  
Call: 800-214-4220

**AHC Group affiliate member registration - \$995**  
**Non-member registration - \$2,495**

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