



Sponsored by
The City of San Juan Capistrano and San Juan Capistrano Chamber of Commerce



Sustainable Business Expo

Thursday, April 14, 2011

9 a.m. to 12 p.m.

San Juan Capistrano Community Center

Agenda

9:00am

- Sign-In and Refreshments

9:15am Welcome and Introduction

Presented by:

- Mayor Pro Tem Larry Kramer

9:20am Sustainability 101

Developing a sustainability plan can feel overwhelming. What does it mean to be a sustainable business? Where do I start? What's in it? Who do I ask? Who can I trust and how much is it going to cost? Attend this session and learn from a sustainability consultant on how to assess your current situation and use this information to determine next steps.

Presented by:

- Christopher Prelitz, Founder, Prelitz + Partners

9:35am Sustainability on a Budget - Resources for your Small Business

Government, utilities and waste management companies often offer resources to achieve more green savings than an organization can do on its own. Attend this session and hear a panel discuss what local and regional government is doing to develop partnerships that deliver increased value. Later, hear money-saving presentations discussing strategies for water use, energy use, and recycling.

Government Resource Discussion Panel Moderated by Mark Bodenhamer, Executive Director of the San Juan Capistrano Chamber of Commerce

- Municipal Programs, Ziad Y. Mazboudi, City of San Juan Capistrano
- County Programs, Kari Schumaker, County of Orange

10:05am Speed Networking Break

10:15am Presentations on Money-Saving Strategies

- Water Saving Strategies, Francie Kennedy, City of San Juan Capistrano
- Energy Saving Strategies and Programs, Jim Tripoli, Sempra Utilities
- Solid Waste and Recycling Programs, Rachelle Paris, CR&R

11:05am Green Marketing

More and more people want to vote with their wallets to reward businesses that are reducing their environmental impact. Learn tips on how to communicate your company's green efforts to gain more business.

Presented by:

- Dix Henneke, Green Marketing Consultant, UCI Extension's Sustainability Leadership Certificate Program

Biographies

Christopher Prelitz, LEED AP, is a green designer/ builder, sustainability consultant, and author of Green Made Easy. Chris built the first solar powered home in Laguna Beach back in 1994, and was featured on the premier episode of Discovery Channel's Greenovate Show for a net-zero green remodel in Laguna Woods. Other past projects include co-founding Transition Laguna, helping co-develop an off-grid community in Taos, NM, a strawbale and rammed earth Interpretive Center for the City of Lancaster, and the first solar LEED certified auto dealership for Mercedes Benz in Phoenix.

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Ziad Y. Mazboudi, PE, LEED AP, CPSWQ, CPESC is a registered civil engineer in California and has been managing the environmental division for the City of San Juan Capistrano for the past 9 years. He is a LEED Accredited Professional by the US Green Building Council, and has been active in promoting environmental awareness and sustainability locally and regionally. Chairs the City's sustainability committee and has developed and manages the City's Green Building program.

Ziad Y. Mazboudi, PE, Senior Civil Engineer
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Kari Schumaker, works for the County of Orange within the OC Public Works Department. For the past year, she has been working for OC Property Development on renewable energy initiatives and sustainability for the County, specifically targeted at cost savings. Prior to her involvement with the County's energy and sustainability efforts, Kari worked for two and half years with OC Watersheds. With a long-time personal interest in sustainability and as a native of Fullerton, Kari is excited to be helping Orange County achieve its goals of saving green by being green.

Kari Schumaker, Renewable Energy Initiatives
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Francie Kennedy, Water Conservation Coordinator for the City of San Juan Capistrano, has been helping residents and businesses use water efficiently for 20 years. She is responsible for all of the year-round water efficiency programs, as well as drought response for the City. Her background as a landscape designer helps her advise customers on choosing appropriate California Friendly plants along with irrigation hardware and scheduling. Francie is a resource for information about plumbing retrofits and rebates, also.

Francie Kennedy, Water Conservation Coordinator
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Jim Tripoli has been with San Diego Gas & Electric since 1994 and has held a variety of customer service positions, including Call Center Supervisor, Account Executive for Biotech and Water Districts and his current position as Senior Program Advisor for the Energy Efficiency Business Incentive program and the Technical Assistance Technology Incentives program.

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Rachelle Paris, CR&R's Recycling Specialist, is the local contact for all residents and businesses in the City of San Juan Capistrano. CR&R has been a proud member of the San Juan Capistrano Chamber of Commerce since inception. Rachelle is an active member in the community and provides recycling outreach to local schools, businesses, and community events. With over 5 years' experience in environmental compliance, Rachelle can customize your company's waste reduction program and help your business better manage your disposal needs.

Rachelle Paris, Community Relations Compliance Specialist
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Dix Henneke, LEED Green Associate, is a green marketing and business sustainability consultant who also teaches the Green Marketing course in UCI Extension's Sustainability Leadership Certificate Program. He is an active member of the U.S. Green Building Council, OC chapter and provides contract and volunteer services for environmental non-profit organizations. He has led marketing teams for industry-leading manufacturers, and he has run his own successful wholesale/retail business.

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