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

**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:**

Keynote | The State of Sports Greening, Dr. Allen Hershkowitz, Senior Scientist, Natural Resources Defense Council
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<tr>
<th>Time</th>
<th>Session Title</th>
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<td>9:00-10:15am</td>
<td>Environmental Perspectives from the Leagues</td>
<td>• <strong>Moderator:</strong> Dr. Allen Hershkowitz</td>
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<td>• Jarian Kerekes</td>
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<td>10:15-10:45am</td>
<td>Networking Break</td>
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<td>10:45am-12pm</td>
<td>Organizational Sustainability and Supply Chain Strategies</td>
<td>• <strong>Moderator:</strong> Dr. Brian Nattrass</td>
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<td>• Ben Packard</td>
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<td>12:00-1:00pm</td>
<td>Lunch &amp; Networking</td>
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<td>1:00-1:30pm</td>
<td>Keynote</td>
<td>Syd Mandelbaum, MA, MBA, CEO and Founder, Rock and Wrap It Up!</td>
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<td>1:30-2:30pm</td>
<td>Beyond Hot Dogs, Peanuts and Beer: Innovations in sports concessions</td>
<td>• <strong>Moderator:</strong> Jonathan Kaplan</td>
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<td>2:30-3:00pm</td>
<td>Networking Break</td>
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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

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:

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**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

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
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 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 Benge | 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.