



## Regional Leadership Conference 2009

Suncadia Resort, Cle Elum, Washington  
Wednesday, October 21 – Friday, October 23, 2009

### ***Energizing the Future***

*How our Region Can Expand our Clean Energy Sector  
to Fuel a Job Growing Economy*

## Agenda

Wednesday, October 21

- 12:00 p.m. Pre-Conference VIP tour at Wild Horse Wind and Solar Farm**  
Drive up a few hours early to see firsthand one of the largest wind/solar farms in the nation—just a few miles away from Suncadia. Puget Sound Energy's 9,000 acre facility includes a 500-kilowatt solar project and enough wind turbines to provide clean renewable energy to power 55,000 Northwest homes. Space is limited. For more information contact Jettrell Stetner at 509.964.7815 or [jettrell.stetner@pse.com](mailto:jettrell.stetner@pse.com).
- 3:00 p.m. Multiculturalism and Clean Energy Pre-Conference Forum, Miller Room**  
You're invited to join Dr. Skip Rowland and leaders of the Urban Enterprise Center at this preconference forum to discuss how multi-cultural businesses are stakeholders in the emerging clean energy sector and how their leadership demonstrates examples of inclusiveness in the green economy.
- 3:30 p.m. Conference Check-In Opens**
- 5:30 p.m. Reception and Clean Energy Expo, Owens Room**  
**Sponsored by the University of Washington**

6:30 p.m.

**Opening Dinner, Rialto Ballroom**  
**Sponsored by The Boeing Company**

**Welcoming Remarks**

*Kirk Nelson, Chair, Greater Seattle Chamber of Commerce*

*Taylor Washburn, Conference Co-Chair and Member, Foster Pepper PLLC*

*David Allen, Conference Co-Chair and Executive Vice President, McKinstry*

So What is Clean Energy?

*Video clip of "Evergreen: The Washington Clean Tech Story"*

**Keynote Address**

*Clint Wilder, Contributing Editor, Clean Edge*

For businesses of all sizes, energy is key to economic success, and renewable energy is essential for a sustainable future. Mr. Wilder will provide an overview of the importance of the Clean Energy sector to the economy, and he'll describe the unprecedented opportunities we have to jumpstart an economic engine that can drive our prosperity and ensure our quality of life during this economic cycle and for many decades to come.

Thursday, October 22

**7:00 a.m.**            **Breakfast Buffet opens**, the Great Room and Portals Restaurant

**8:00 a.m.**            **Morning Session**, Rialto Ballroom  
**Sponsored by Regence BlueShield**

What's in it for Washington State companies?  
*Video Clip: "Evergreen: The Washington Clean Tech Story"*

**Establishing the Clean Energy Challenge**

Our region is already a national leader in clean energy and technology. Washington ranks fourth in US venture capital investment in clean technology and there are currently 400 clean tech companies in Washington providing more than 5,000 well paying jobs—and that is expected to grow to 25,000 jobs by 2020. We'll learn about the five key focus areas where our region is uniquely positioned to capture a significant share of Clean Energy investment and the new markets that are expected to follow.

*Rogers Weed, Director, Washington State Department of Commerce*  
As the director of the newly created Department of Commerce, Rogers is leading the development of a State Energy Plan. He'll provide his insight into the future of Clean Energy in our region and the private sector opportunities it offers.

**FOCUS PANEL: Sustainable Biofuels**  
**Sponsored by Collins Woerman**

Sustainable biofuels is a very large and near-term issue for commercial aviation world-wide and for our state's ferry system. There are real issues that need to be solved if limitations are placed on carbon emissions. How will we provide a sustainable biofeedstock supply chain? How will we get biofuel certified and recognized world-wide? How will we scale-up the processing technology that has to this point only been achieved at pilot-scale?

*Moderator: Dr. John Gardner, Vice President, Economic Development and Global Engagement, Washington State University*

*Dale Smith, Geopolitical & Policy Analysis- Energy & Environment, Boeing Commercial Airplanes*

*Tom Todaro, CEO, Targeted Growth Inc.*

*John Plaza, President and Founder, Imperium Renewables*

**Questions and discussion**

**FOCUS PANEL: Renewable Energy: Wind**  
**Sponsored by The Fearey Group**

Storage, transmission and reliability are some of the key issues facing our region's wind industry. How do we create a policy framework for wind manufacturing so that we can compete better?

*Moderator: Dr. Robert Kahn, Principal, Robert D. Kahn & Company*

*Roger Garratt, Director of Resource Acquisition, Puget Sound Energy*

*Hardev Juj, VP, Planning & Asset Management, Bonneville Power Administration*

**Questions and discussion**

**9:45 a.m. Break and Clean Energy Expo, Owens Room**  
**Sponsored by Berk and Associates**

**10:15 a.m. Mid-Morning Session, Rialto Ballroom**

**FOCUS DISCUSSION: Renewable Energy: Solar**  
**Sponsored by Washington Dental Service**

New technologies based on advanced nanomaterials have the potential for major breakthroughs in solar energy and can be a source of job creation and economic vitality in the long term. This discussion will provide a glimpse into some of these possibilities.

*Dr. Rick LeFaivre, Managing Director, OVP Venture Partners*

*Dr. David Ginger, Associate Professor, University of Washington*

**FOCUS PANEL: Energy Efficiency**  
**Sponsored by Starbucks Coffee Company**

Up to 40% of all our energy needs could be accomplished just by better conservation. What are the financing and education barriers to making this a reality and how do we prepare ourselves for the next step?

*Moderator: Daniel Malarkey, Deputy Director, WA State Department of Commerce*

*Tom Karier, WA Councilmember, Northwest Power and Conservation Council*

*Ash Awad, Vice President, Energy Services, McKinstry Co.*

**Questions and discussion**

**FOCUS PANEL: Smart Grid**  
**Sponsored by Davis Wright Tremaine**

Smart Grid is the connective tissue that can make other clean energy innovations work. Through a sustained and organized effort, and changes in state policy, Washington can move into a competitive position on Smart Grid. What is the role of public and private utilities and how can they and others be rewarded for investing in innovation? What should that look like?

*Moderator: David Kaplan, Founder, V2Green*

*Jorge Carrasco, Seattle City Light Superintendent*

*Michael Atkinson, Managing Dir. Automation, Americas and China, Areva T&D*

*Jeff Goltz, Chairman, Washington Utilities and Transportation Commission*

*Malcolm Unsworth, President and CEO, Itron*

**Questions and discussion**

**12:00 p.m. Break and Clean Energy Expo, Owens Room**  
**Sponsored by Berk and Associates**

**12:30 p.m. Luncheon, Rialto Ballroom**  
**Sponsored by Strategies 360 and Teanaway Solar Reserve**

**Keynote Address**

*Hon. Christine Gregoire, Governor, Washington State*

Washington State Governor Christine Gregoire is a strong proponent of our Clean Energy sector and it is a centerpiece of her Next Washington plan, a ten-year 'business plan' for the state. She will speak on Clean Energy from her perspective—what are the policy implications of Clean Energy and what opportunities does it provide the private and public sectors in our state?

**2:00 p.m. Breakout Sessions**  
**Sponsored by Wells Fargo Insurance Company**

**1. Sustainable Biofuels, Panerio Room**

*Moderator: Dale Smith, Director, Environmental Policy, The Boeing Company*

*Moderator: Mark Reis, Managing Director, Sea-Tac Airport, Port of Seattle*

**2. Smart Grid, Miller Room**

*Moderator: Marc Cummings, Director Policy and External Affairs, Battelle/PNNL*

*Moderator: Susannah Malarkey, Executive Director, Technology Alliance*

**3. Renewable Energy: Near Term Deployment & Implementation, Barich Room**

*Moderator: Ross Macfarlane, Sr. Advisor, Business Partnerships, Climate Solutions*

*Moderator: Haeryung Shin, Attorney, Davis Wright Tremaine*

**4. Energy Efficiency, Masterson Room**

*Moderator: Daniel Malarkey, Deputy Director, WA State Department of Commerce*

*Moderator: Maud Daudon, President & CEO, SNW Securities Corp.*

**5. Renewable Energy: Midterm R&D Possibilities, Sentinal Room**

*Moderator: Dr. Rick LeFaivre, Managing Director, OVP Venture Partners*

*Moderator: Dr. Jack Faris, Senior Consultant, The Fearey Group*

**3:30 p.m. Ice Cream Break and Clean Energy Expo, Owens Room**  
**Sponsored by Berk and Associates**

**4:00 p.m. Mid-Afternoon Session, Rialto Ballroom  
Sponsored by Puget Sound Energy**

**FOCUS PANEL: Innovative Financing Tools**

Existing programs for renewable energy and energy efficiency retrofits have not achieved meaningful market penetration for several reasons. Important among these has been the lack of sufficient and consistent financial resources and incentives to make the cost of development and implementation affordable to developers, utilities and property owners. We'll learn about new funding sources and financing tools that can help project developers with scalability and replicability and we'll discuss the need for additional resources.

*Moderator: Maud Daudon, President & CEO, SNW Securities Corp.*

*Michael Butler, President & CEO, Cascadia Capital*

*Nancy Floyd, Founder and Managing Director, Nth Power Energy Vision Capital*

**Questions and discussion**

**Clean Energy and our Research Universities**

*Dr. Elson Floyd, President, Washington State University*

*Dr. Mark Emmert, President, University of Washington*

Presidents Floyd and Emmert will discuss the role of our research universities and institutes in the emerging clean energy sector and provide their perspective on how the state can attract additional research investments to foster economic development.

**5:30 p.m. Adjourn for the day**

**5:30 p.m. Reception, The Great Room  
Sponsored by Kaye-Smith Enterprises and Grays Harbor Paper**  
Dinner is 'on your own'. We invite participants to relax and eat at Suncadia or explore the nearby towns of Roslyn and Cle Elum.

**7:00 p.m. Shuttle bus to the Brick Tavern in Roslyn**  
Made famous by Northern Exposure, the Brick is the oldest tavern in Washington State. Eat dinner, shoot some pool, and enjoy "open mic night". The shuttle bus will leave Suncadia on the half hour from 7:00 p.m. to midnight.

Friday, October 23

**7:30 a.m. Breakfast Buffet opens**, the Great Room and Portals Restaurant  
**Sponsored by Premera Blue Cross**

**8:30 a.m. Morning Session**, Rialto Ballroom  
**Sponsored by Microsoft**

**Keynote Address**

*Hon. Jay Inslee, US Congressman, District 1, Washington State*

**Multiculturalism, Clean Energy and Regional Leadership**

*Donald King, President and CEO, DKA Architects*

**9:30 a.m. Mid-Morning Session: New Initiatives and a Call to Action**  
**Sponsored by Climate Solutions with the support of PBS&J, Cascadia Capital and SNW Securities**

**Teanaway Solar Reserve: The World's Largest Solar Plant**

*Howard Trott, Director, Teanaway Solar Reserve, Cle Elum*

**An Economic Blueprint for Clean Energy in our Region and in our State**

*Steve Johnson, Director of the Office of Economic Development, City of Seattle*

*David Cheney, Ph.D., Director, Science & Technology Policy, SRI International*

*Marc Cummings, Director Policy and External Affairs, Battelle/PNNL*

Our region has a long history of leadership in clean energy production, distribution and conservation. Mr. Cheney and Mr. Cummings will describe a new analysis of our economic advantages in clean energy, and they'll describe a blueprint that policymakers, and business, labor and civic leaders can use at the regional and state levels to help make our region a world center for clean energy.

**10:00 a.m. Breakout session report-outs**

**10:30 a.m. Group Discussion**

*Tayloe Washburn, Conference Co-Chair and Member, Foster Pepper PLLC*

*David Allen, Conference Co-Chair and Executive Vice President, McKinstry*

How do you, as an employer, employee or policy-maker plan to advance our region as a center for Clean Energy? What are your reactions to the proposed solutions and how will you move from discussion to action?

**11:00 a.m. Concluding Remarks**

*Phil Bussey, President and CEO, Greater Seattle Chamber of Commerce*

Mr. Bussey will provide his closing thoughts and challenge you, as a regional leader, to use this conference as a spring-board to positive action.

**11:30 a.m. Conference adjourns**

**12:00 p.m. Hotel checkout**

**Inter-Net Café Sponsor: Washington Dental Service**  
**Scholarships Sponsored by Waste Management and Key Bank**  
**Lanyards provided by Virginia Mason**

**Clean Energy Expo Sponsors:** University of Washington, Kaye-Smith Enterprises, UEC, Strategies 360, Teanaway Solar Reserve, Hal Calbom Communications, Davis Wright Tremaine, Climate Solutions, PBS&J, Cascadia Capital, SNW Securities