

Time	Speaker Name	Title of Talk	Talk Description	Bio
1:23 p.m.	Bob Willard	"Future-Fit Business Benchmark: What, Why, Who, How, When"	How would we recognize a truly sustainable company if we saw one? And how much is enough reduction of carbon, water, waste, etc. impacts? Based on best-available science, the Future-Fit Business Benchmark defines the necessary and sufficient set of goals and associated KPIs for any company that wants to be fit for the future on a finite planet."	Bob has is a leading expert on quantifying and selling the business value of sustainability strategies. He has given hundreds of keynote presentations, has authored four books, and provides extensive resources for sustainability champions. He served on the board of The Natural Step Canada for 12 years; has been named a "Best for the World Overall" B Corp for the last three years; and has a PhD in sustainability from the University of Toronto.
1:39 p.m.	Matt VanSweden, LEED AP BD+C	Saginaw Chippewa Tribal College – A Path Towards Restorative Design	This talk will focus on the restorative design process employed by Integrated Architecture on a recent Living Building Challenge design project for the Saginaw Chippewa Tribal College, a community college for the Saginaw Chippewa Indian Tribe. Matt will focus on how a collaborative, integrative design process allowed a diverse team of designers, engineers, agroecologists, consultants, and SCTC community stakeholders to engage the world's most rigorous restorative design standard and what that process produced.	Proficient in restorative design and active in the local sustainability movement, Matt's holistic approach includes a commitment to durable food systems, collaboration, and thriving communities. His work at IA strives to transform the social boundaries of place and community to create environments where every person can feel and be whole.
1:55 p.m.	Ruth Bloomquist	Music: Michigan Girl		Ruth Bloomquist is a life long resident of Muskegon, MI. She has been performing music for a few decades now. The songs she has written and the songs she has chosen by other writers, represent the road taken and the dreams yet to be realized. Once again in 2015 Ruth and her husband Max will be performing in Michigan, the U.S. and Europe. For more information, and a sample of their music visit thier website, <a href="http://www.ruthbloomquist.com">www.ruthbloomquist.com</a> .
2:02 p.m.	Norman Christopher	Seeds of Promise! Empowering Residents and Transforming Neighborhoods!	Today the residents of our inner cities are faced with many systemic issues that have been with us for many years. Numerous top down approaches and strategies have been tried unsuccessfully and a new paradigm model is now emerging to help transform our neighborhoods into self- sustaining	Norman is the Executive Director for the Office of Sustainability Practices at Grand Valley State University.  He currently serves on several boards and advisory groups including the: City of Grand

			<p>communities.</p> <p>So what are the real issues inner cities face? What are the key ingredients and guiding principles that are necessary to help shape this transformational change? What are the needed resources for the successful delivery of services and assistance? Where will these resources come from? Can progress be made and value created and measured in terms of collective impact? What are the key success factors and what makes Seeds of Promise really work? These are the difficult, challenging, yet opportunistic issues we all face.</p> <p>Seeds of Promise is a collaborative living learning community that engages ~ 5000 local residents with ~70 community partners within the City of Grand Rapids</p>	<p>Rapids Sustainability Advisory Team, Seeds of Promise, the Michigan Chemistry Council, the Grand Rapids Community Sustainability Partnership, the NSF Joint Committee on Sustainable Business and Industrial Furniture, and Valley City Sign. He was...</p>
2:18 p.m.	Carlos Daniels	Local Loops: Partnering to Conserve Community Resources	<p>This talk will start with an explanation of the Local Loop Farm, a two-acre modular agriculture design that repurposes nutrients from organic waste streams in order to generate fresh produce, fish, fertilizer, and animal feed. This farming system addresses a variety of issues including waste management, resource conservation, food security, environmental quality, and public health. The design implements systemic approaches and circular economic thinking to promote community partnerships and build locally sustainable economies. Presenter Carlos Daniels will illustrate how these design principles can be applied to solve other industry and community challenges.</p>	<p>Carlos is the aquaponics (fish farming and hydroponic agriculture) project manager at the Western Michigan University Office for Sustainability. His team designed the Local Loop Farm, an urban agriculture system which won first place in Wege Prize 2015. The team plans to establish Local Loop Farms as a Kalamazoo business.</p>
2:34 p.m.	Hannah Fernando	Our Recipe for Belonging	<p>We all hope to see Grand Rapids healthy and thriving for many years to come, but what directions can we follow to create a resilient city? I believe that by focusing on the local food systems at work in our community and tapping into the creative energy our next generation holds, we can promote social equity, create environmental vitality, and ignite a flourishing economy that is</p>	<p>Hannah Fernando is passionate about seeing communities flourish and fostering a culture of genuine hospitality, diversity, and wellbeing. She is a junior at GVSU studying Community Food Systems and entrepreneurship, driven by the idea that a healthy food system can bring vitality to communities. Currently, she works for the Community Engagement department of</p>

			supported by the culture of Grand Rapids. Our food system should serve as the vessel for welcoming diversity into our city, without which we will fail to develop a city built to last.	the City of Grand Rapids learning about how a city is structured, and what it takes to make one thrive.
2:38 p.m.	Kinetic Affect: Kirk Latimer and Gabriel Giron	Michigan Poem		<p>Kinetic Affect is a dynamic spoken word duo based in Kalamazoo composed of two very different men; Kirk Latimer, a survivor of his own destructive past, and Gabriel Giron, a survivor of cancer, combine their voices to give life to their difficult past experiences.</p> <p>Together they are able to show audiences the common humanity we all share. Having been featured on television shows, such as the hit show America's Got Talent and on the Apollo stage, Kinetic Affect's international reach combines entertainment with deeply moving and emotional personal struggles and triumphs. This work has driven them to co-found a non-profit organization called <a href="#">Speak It Forward Inc.</a> which brings the power of their work and personal experiences to those individuals, vulnerable children and organizations that need it the most.</p>
3:14 P.M.	Kris Spaulding and Brian Wolters	Business as a Force for Good	Brewery Vivant and Bazzani Building Company have teamed up to share their stories about becoming certified B Corporations. Learn how "benefit" corporations do business with an intent to make the world a better place. Both will discuss what it means to them to lead as a triple bottom line organization. They will also give insight into the path towards certification and the value their businesses have received since making that commitment.	<p>Kris Spaulding manages the people and planet aspects of Vivant's triple bottom line focus. She was the driving force in the pursuit of Brewery Vivant's LEED and B Corporation certifications and is an advocate for businesses engaging with their community in a meaningful and impactful way.</p> <p>Brian's background includes a MBA in Sustainable Business from Pinchot University in Seattle, WA and over 15 years of experience in sales, marketing, and project management. He has been involved in a wide variety of projects, including a 10,000 square-foot</p>

				<p>facility expansion at Impact HUB Seattle. Brian has managed professional business development efforts including: heading up sales for a commercial expansion with an addition of 20 new private offices, managing regional territories communicating with contractors, and fundraising and recruiting as an Executive Director. In his role at Bazzani, Brian supports a variety of clients, develops new business opportunities and enhances the firm's marketing efforts</p>
3:30 p.m.	Kristopher Larson	Fostering Social Inclusion via Progressive, Continual 21 <sup>st</sup> Century Engagement	In his talk, Larson will reflect on decades on the conflict between decades-old attempts to foster citizen engagement versus a post-modern approach to community-driven decision making that fosters improved social inclusion and leadership sustainability.	<p>An award-winning planner by trade and an economist at heart, Kristopher Larson has spent the last decade helping good cities become great. Career stops as an urban designer and an economic developer enable him to speak with an enlightened enthusiasm about how the confluence marketplace dynamics, architecture, and the public realm translate into defining, place-making experiences.</p> <p>Larson currently serves as President &amp; CEO of Downtown Grand Rapids Inc. (DGRI), the organization that administers both the tax increment finance and self-assessment districts for Michigan's second largest city. In that stead, Larson sets the course for public and private improvements within the Downtown area and manages an annual budget over \$6M. He has held positions on both the public and private sides of community leadership, with career stops in the Midwest and on both coasts of the United States. Prior to joining DGRI in 2012, Larson served as the Vice President of the Downtown Long Beach Associates from 2009-2012 , and as the senior Planner at the Raleigh Urban Design Center (UDC) from 2007-2009. At the UDC, he led the development of the 20-year plan for Downtown Raleigh , North Carolina. Additionally, Larson also worked to develop a set of market-based metrics and benchmarks to guide public policy</p>

				development. His work in defining the nexus between planning, policymaking, and market-based economics is heralded by planning enthusiasts and critics alike.
3:46	Brett Kosmicki	Green Beer: Brewing sustainable ways to quench your thirst	Beer is an agricultural product with an inherent need for sustainable practice. Though it can be resource intensive, brewers all around the world are perpetually innovating and adopting new techniques to minimize waste and conserve energy. In fact, the brewing industry is quickly becoming a leader across many areas of food and beverage manufacturing for its commitment to improve efficiencies with no deficit to the quality of our product.	Brett began his career at Founders in 2009 in the delicatessen. After finishing college in 2011, he joined the production team and learned the science and art of making beer. Through four years in the cellar, he has focused on quality and efficiency improvements. He values sustainable brewing and serves as an advocate within Founders and the community.
4:02 p.m.	Scott Pellegrin & Kevin Kozel	Entertainment (drum and guitar)		Scott is considered to be one of the most exciting, innovating and forward-thinking drummers in the new generation of today's drumming. A world-renowned rhythmist, Scott has toured all over the globe as a drum clinician/educator/solo artist and motivational speaker. Some of the past tours include China, Europe, Australia, Canada, UK, and the United States. Currently Scott is touring as a clinician for DW drums and Dream Cymbals. He is also out touring with his very own trio featuring Kevin Kozel on guitar and John Supplee on Bass. When not on tour you can find Scott teaching, fishing, drinking coffee or working in the studio with producer/engineer Bill Chrysler.
4:12 p.m.	Bob Teasley	Supplier Engagement, Supply Chain Data and the struggles on our journey	Bob will lead a brief discussion on Herman Miller's work over the last few years to increase their supplier engagement in their overall Earthright Strategy. He will describe how Supply Management working together with the Safety and Sustainability Team has progressed from working with a few pilot suppliers to first understand how best to engage with them, to what issues are created as you begin to gather data and where they are headed with a supplier	Bob Teasley is the Director of New Product Development, Supply Management at Herman Miller. While at Herman Miller in the Supply Management Group he has worked with the Safety and Sustainability team to improve our supplier engagement within our Earthright Strategy. He is a graduate from Michigan Tech and has held various positions from engineering to operations leadership in the office furniture

			portal that has value for both the supplier and Herman Miller.	Industry for 28 years.
4:28 p.m.	Ann Marie Hertl	Environmentalists are White!	<p>The environmental movement has stereotypically and in reality been a white-dominant movement. We know pollution and climate change are disproportionately impacting communities of color, but the environmental movement and organizations remain exclusionary and slow to change. The long-term success of the environmental movement and relevance of environmental issues depends on the ability of environmentalists to be more diverse and inclusive of people and ideas.</p> <p>Environmental organizations need to challenge their standard practices to become a more inclusive movement through updated hiring, communication, and engagement practices. The environmental movement needs to broaden the definition of “environmentalist” to break down siloed issue divides.</p> <p>Over the last three years, WMEAC developed and implemented the IDEAL Initiative (Inclusion and Development of Environmental Allies and Leaders) to engage with non-traditional environmental communities throughout WM to identify the intersections of environment and other social issues.</p>	<p>Anne Marie Hertl is the Community Activism Manager at the West Michigan Environmental Action Council to connect the communities, individuals, and businesses of West Michigan with resources to support their environmental journey through behavior, advocacy, education, and engagement. Hertl most values her contribution to WMEAC’s IDEAL (Inclusion and Development of Environmental Allies and Leaders) Initiative to facilitate inclusion and promote diversity in the environmental movement and within the organization. Hertl joined the WMEAC team in 2011 after graduating from Aquinas College with a BA in Political Science and Community Leadership and a minor in Urban Studies.</p>
4:44 p.m.	Karen Warner	Raising the farms that feed us	<p>What does the career path of a farmer or rancher look like? How can we reverse concentration in agriculture? How will we identify and support the next generation of farmers and ranchers? Karen makes a case for changing the paradigm of farming and ranching to create a new farm system that involves not just the 1% of us who are currently farmers and ranchers but also</p>	<p>CEO of Big Head Farm, a Certified Organic farm in Benton Harbor, Michigan founded in 2009. Karen is working on changing the face of our food system one farm at a time with an innovative approach to small and mid sized, sustainable and diverse agricultural systems</p>

			involves everyone who eats. We will provide our communities with local ecologically viable farms and the farmers that will feed us, while sustaining healthy farm and ranchlands for many generations	
5:00 p.m.	Mayor George Heartwell			Mayor George Heartwell: Now serving his third and final term, Mayor George Heartwell took office on January 1, 2004. During his tenure, City government has implemented a variety of environmental measures, including purchase of renewable resource energy, use of alternative fuels in city vehicles, continued attention to water quality in the Grand River, and widespread implementation of energy conservation measures. In January 2007 the United Nations recognized Grand Rapids as a “Regional Center of Expertise in Education for Sustainable Development.” Grand Rapids is widely recognized as one of the most sustainable cities in America. In 2010 the US Chamber of Commerce gave Grand Rapids the “Nation’s Most Sustainable City” award, and in 2012 Mayor Heartwell was given the first place “Climate Protection Award” by the US Conference of Mayors.

After Party – Beer Sponsored by Founders in the Eberhard Center

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