

The Florida Department of Environmental Protection
and its partners invite you to the:



2nd Annual Greening Your Bottom Line Expo & Conference

Green Business, Green Initiatives, Green SWFL

October, 16 & 17, 2013

8:00 a.m. to 4:30 p.m.

Fort Myers, Fl Harborside Event Center .

Cost: \$60 for the full two-day program, or \$35 each day

LEARN How to increase profitability using green practices
Guest speakers will discuss green initiatives that will save you operating costs. Explore the economic benefits of sustainable business practices.

NETWORK With companies who have utilized green practices
Share your green initiatives and interact with related businesses and organizations. Build relationships to further your Initiatives and increase your Bottom Line.

MARKET Your products and services

Exciting speakers include: Hertz Corporation, Arthrex, FPL, TECO, The Southern Alliance for Clean Energy, FGCU, USF, The InterContinental Hotels Group, Audubon International, Fl Green, Building Council, Fl. Society for Ethical Eco-Tourism and many more!!

Official hotel for this event is **Holiday Inn - Downtown** Historic Fort Myers.
239-332-3232
For discount rates, please use the code: **Greening Your Bottom Line, GBL**

For reservations: Contact the Small Business Development Center Website, www.sbdc.fgcu.edu.



Greening Your Bottom Line

Expo & Conference

October 16, 2013

- 8:30-9:00 am. *Registration / Networking / Exhibitors Open*
- 9:00-10:30 am. *Breakfast / Introductions / Key Note Speaker*
Jon Iglehart, *Florida Department of Environmental Protection*
Dan Regelski, *FGCU Small Business Development Center*
Margaret Wuerstle, *Exe. Director, Southwest Florida Regional Planning Council*
Honorable Randy Henderson Jr. *Mayor City of Fort Myers*
- Special Award Presentation: City of Fort Myers Yacht Basin**
- Key Note Speaker:* **Keith Reynolds**, *Associate Environmental Manager,*
Michael Dock, *CSP Environmental Health & Safety Manager,*
Arthrex. The Greener Side of Manufacturing
- 10:30-11:05 am. **Richard Georg**, *LEED AP, Senior Sustainability Consultant – Sustainability Services, Waste Management*
- 11:05-11:20 am. *Break - Exhibitors*
- 11:20-12:00 pm. **Fred J. Schur III**, and **Mike K. Walsh**,
Regional Sales Managers TECO People Gas
Greener with Natural Gas: Fueling Florida Business
- 12:00-1:30 pm. *Lunch/Networking/Exhibitors*
- Key Note Speakers:* **Susan Glickman**, *Southern Alliance for Clean Energy, SACE*
Climate & Energy Advocate, appointed by Gov Rick Scott to the
Commission on Community Service
- Steve Hatfield**, *Sustainable Business Solutions Manager*
PricewaterhouseCoopers US
Green Financial Incentives
- 1:30-2:15 pm. **Jim Windman**, *Sales Manager, Florida Laundry Solutions,*
Sustainability, Cost Reduction for Hospitality and
Health Care Industries

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2:15-2:30 pm.

Break – Networking/Exhibitors

2:35-3:20 pm.

Thomas W. Franklin, *Recycling Program Coordinator - Sarasota Green Business Partnership*

3:30-3:45 pm.

Break – Networking/Exhibitors

3:45-4:30 pm.

Robert Wanvestraut, *Senior Water Conservation Analyst Southwest Florida Water Management District*
Offering a Two-Part Presentation for General Business Owners
PART I: *Lowering Operating Costs via Water Use Efficiency Improvements*
PART II: *Florida Water Star*

4:30 pm.

Networking/Exhibitors

Special Note, October 16 - Second Floor Conference Room

1:30- 4:30 pm.

Betsy Allen, *CEO, MBA, CSP, MOK,*
Growth Consultant, Executive Coach & Author Gaining Results, Inc.
President & CEO, Southwest Regional Manufacturers Association

Please notice: Ms. Allen will be offering two programs during the afternoon session. Both sessions are available to attendees at no additional charge.

Session 1: Sustainability

Sustainability - Sustainability means different things to different companies. Size of company and industry will most definitely play a role in the definition. Yet, there are commonalities to sustainability that apply to every business, and it is a strategy that has proven to be profitable. It creates a competitive business advantage while positively impacting the environment. Any business owner/leader who is interested in cutting edge, field-tested strategies designed to help you grow your business, gain competitive advantage and capture more loyal customers should attend.

Session 2: Goals, Metrics or Magic, Oh My!: What is Leadership and I care Why?

During this session, participants will experience a field-tested process of defining human potential, explore leadership and the wheels of life and seize goals (not just set them).

**For these additional programs please RSVP – Mary Fitzgerald @ 239.344.5704*
Mary.Fitzgerald@dep.state.fl.us

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- 8:00-9:00 am. *Registration / Networking / Exhibitors*
Continental Breakfast
- 9:00-9:10 am. **Welcome**
Brad Stombock, Director – FDEP Office of Sustainable Initiatives
- 9:15-9:40am. **Paul Shahriari**, Senior Vice President Strategic Sustainability
GreenMind, Ecologic3, ecoScorecard SmartBIM, member of USGBC
- 9:40-10:40am. **Panel Discussion: *The Future of Smart & Sustainable Development in Southwest Florida***
- Panel Members:*
- Robert Wanvestraut**, Senior Water Conservation Analyst, SFWMD
“Buck” Martinez, Sr. Director Office of Clean Energy, FPL
Jonathan Romaine, EnSite, Inc. Florida design firm
Donald Paight, Director City of Fort Myers CRA-
Construction Industry Representative
- 10:40-10:55pm. *Break - Exhibitors*
- 10:55-11:30pm. **Clean and Resilient Marina Initiative: *Improving Environmental Sustainability and Resiliency to Natural and Man-Made Disasters***
Laura Comer, Environmental Specialist III and South District
Clean Marina Coordinator - FDEP
Brad Stombock, Director – FDEP Office of Sustainable Initiatives
- 11:30-1:30pm. *Lunch/Networking/Exhibitors*
- Key Note Speaker** **Joy Lehman**, Hertz- Global Sustainability Manager
The Living Journey

Recognition of Southwest Florida’s 10+ Year Clean Marinas

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1:30-2:30pm.

Hospitality Panel Discussion: *Why Go Green, What Does It Do For My Hotel, Restaurant and the Service Industry*

Moderator: JoNell Modys, PR & Communications Manager – Naples, Marco Island Everglades Convention and Visitor Bureau and Collier County Tourism

Panel Members:

Maury Zimring, *Director of Corporate Responsibility and Environmental Sustainability – InterContinental Hotels Group.*

Fred Realbuto, *Director, Audubon International Green Lodging Program*

Adam Zaleski, MA, *Psychology Instructor – FGCU Social and Behavioral Sciences*

Jeff Benavides, *Manager Energy & Sustainability projects for Wyndham's Resorts*

Dr. Dave Randle, *Adjunct Faculty – USF Patel College of Global Sustainability's Sustainable Tourism Program*

2:30-3:00pm.

Break - Exhibitors

3:00-3:30pm.

Green Lodging Meeting: *How do I start the Process of Becoming a Green Certified Hotel*

Latest news in the Green Certification program

Moderator: Brad Stombock, FDEP Director Office of Sustainable Initiatives

Panel Members:

Maury Zimring, *Director of Corporate Responsibility and Environmental Sustainability – InterContinental Hotels Group*

Fred Realbuto, *Director, Audubon International Green Lodging Program*

Jeff Benavides, *Manager Energy & Sustainability projects for Wyndham's Resorts*

3:15-4:00pm.

Robert Wanvestraut, *Senior Water Conservation Analyst*

Southwest Florida Water Management District

Water Conservation Hotel and Motel Program (Water CHAMP)

& Facility Water Audits: On the Path toward Florida Green Lodging Program Recognition

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4:10-5:00pm.

Panel Discussion on Eco Tourism

Best Practices as a Tour Operator

Moderator: Jennifer Carpenter, Environmental Administrator– FDEP

Panel Members:

Peter Corradino, *Vice Chair Florida Society for Ethical Eco Tourism*

Director of Operations, Everglades Day Safari

Connie Langmann, *Owner of Gaea Guides of Southwest Florida*

And other ecotourism operators

Special Note for October 17: Second Floor Conference Room

1:30-2:30pm.

Revised Hazard Communication Standard Can Help You Green Your Chemical Inventory

Joan M. Spencer, *MPH, CIH, Compliance Assistance Specialist, OSHA*

6:00-7:30pm.

****Networking:***

Hospitality Industry and FGCU Students

School of Hospitality and Resort Management

at Holiday Inn Downtown Fort Myers, 2431 Cleveland Ave, Fort Myers

**For this event please RSVP – Martha Avila @ 239.344.5644.*

Martha.Avila@dep.state.fl.us

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We would like to thank our sponsors:

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Some of the 2013 Exhibitors are:

