



GREEN CITIES™

Green Cities Huntsville Planning Summit



Sponsorship Contact: Lori Severin - 4SITE Incorporated Phone: 256.539.1221 x 308 Email: lseverin@4siteinc.biz

Welcome,

America is an urban society, and the way we redesign and redevelop our cities will create many new opportunities for the United States. All the elements that make-up a city such as energy, finance, construction, manufacturing, education, health care and infrastructure will be positively affected by the movement toward sustainability.

The Green Cities™ is *the* educational platform for America's best green solutions. Green Cities builds bridges within and between business and government. Our conferences address four major needs within the classic B2G and B2B relationship framework:

1. Sustainable Literacy and On-site Certifications
2. Green Workforce Development
3. Sustainable Solutions Marketing
4. Professional and Social Networking.

Green Cities™ offers a vision of what a sustainable city looks like and delivers the professional Certifications and tools to reach that vision. Our audience includes change agents, decision makers, and business and government leaders representing the most “green curious” constituents. Our mission is to educate, train and demonstrate the actions decision-makers can make to save money, protect the environment, and enhance the overall health and prosperity of their communities.

What is unique to Green Cities™ is our ability to offer the right platform - conferences, bootcamps or summits - that focus on the needs of the region. Unlike the typical green business conference, with a ‘preaching to the choir’ approach to content, Green Cities™ appeals and caters to the overwhelming need for practical and usable education for those just emerging on the road to sustainability.



the Green Cities™ Huntsville Summit



Green Cities™ Huntsville Summit is a vision planning session to determine the imperatives to creating an educational event that will help lay the path of sustainable development for jobs, housing, community and business growth over the next 5 years.

The Huntsville Summit is the first phase, where over the course of one day, the top leaders in business, government, community and education will explore and determine the topics that address the challenges and opportunities facing the region.

Phase two, involves taking the Summit's outcome and developing a Green Cities™ Alabama conference reflecting Planning Summits input and the national resources of "Partners In Education." Green Cities™ Alabama program could include tracks that address, educate, and provide solutions to:

- Investing in green buildings, vehicles and materials
- Fostering alternative transportation options and reduced carbon emissions
- Creating sustainable land development plans
- Increasing the amount of trees and green spaces throughout the community
- Providing residents the tools and information they need to become more environmentally and socially responsible
- Conserving natural resources and protecting the environment
- Working together as a community to use sustainability as the process for decision making

Green Cities™ Huntsville summit at a glance



Why: Now more than ever, intelligent environmentally responsible decisions are needed in Huntsville. Our event accelerates the dissemination of green knowledge and training, multi sector cooperation and the development and sales of sustainable solutions. Green Cities™ Huntsville Summit will bring together the insight of government, business and community leadership to design an educational event that frames the needs of the region.

When: May 11, 2009

Where: Huntsville, Alabama

Attendance: 200 (projected)

- Professionals:**
- Sustainability Officers
 - Procurement Officers
 - Regional Thought leaders
 - Chief Financial Officers
 - Corporate Executives
 - Business Owners
 - Entrepreneurs
 - Government Officials
 - City and County Planners
 - Economic Development Staff
 - Chambers of Commerce
 - Regional and State Technicians
 - Industry Media
 - Community Development Agencies
 - Sustainable Non-profits
 - University Managers

Ambassador: **4SITE** is working with Green Cities to create the opportunity for Green Cities™ Alabama. **4SITE** specializes in providing an interdisciplinary approach to land planning and design.

Summit Experts



Steve Cochran
Open Space Facilitator

Steve Cochran is an internationally-recognized and nationally-prominent leader, speaker, writer, and advocate and practitioner in the field of sustainable enterprise, working with private industry, government, academia and the non-profit world to achieve that goal. He is the co-founder of National Center for Sustainability and Sustainability Strategies, LLC: an Asheville NC-based strategic planning and management consulting firm helping cross-sector clients transform and evolve themselves as sustainable enterprise. He works with a highly-diverse client base locally, nationally and internationally.

Steve serves as Chairman of the Board of the Washington DC-based United States Partnership for Education for Sustainable Development, with more than three hundred multi-stakeholder and cross-sector partner organizations. The US Partnership is the national response to the United Nations ‘Decade of Education for Sustainable Development’ (2005-2014). He served as a ‘sustainable development policy’ delegate in 2006 to both the “G8 Civil Summit” in Moscow, and the United Nations “Global Civil Society Forum” in Dubai.



Mike Italiano
President & CEO, Market Transformation to Sustainability (MTS) and Capital Markets Partnership

Mike Italiano is President & Chief Executive Officer for Market Transformation to Sustainability (MTS) and Capital Markets Partnership. He founded the Capital Markets Partnership, MTS, U.S. Green Building Council (USGBC), Risk-Based Corrective Action (RBCA) Leadership Council, and American Society of Testing & Materials (ASTM) Committee E50 on Environmental Assessment. He is a Director of MTS, USGBC, USGBC CEO Board, Sustainable Furniture Council, and former Director of ASTM and Chairman of ASTM E50. Mike has been responsible at over 200 waste sites for expert testimony, litigation, cleanup, settlement, and scientific and technical analysis.

He published over 50 articles in the environmental field and authored four environmental books. He has over 35 years of environmental experience including as Senior Analyst in the White House Science Office and Assistant to the Director, National Commission on Water Quality where he helped write the Congressional Report on the Clean Water Act.



Summit Experts



Brandi Clark **Founder and Director of Austin EcoNetwork**

Brandi Clark is a social entrepreneur and recognized community leader who focuses her energy on connecting people, information and resources in the promotion of sustainability. She is a master at connecting people, projects, information and resources. In the last 15 years Brandi has launched more than a dozen social venture enterprises and green events. She is a founder and active leader in The AustinEcoNetwork, a socially and environmentally responsible bank, Austin Car Share, and The Austin Sustainable Business Council.

Brandi served as co-chair of the Austin Sustainable Business Council and chair of the Urban Forestry Board. She serves on task forces for the City of Austin including the Heat Island Mitigation Task Force and City of Austin Climate Protection Plan. She is the founding member of the newly established Austin/Travis County Sustainable Food Policy Board. Voted “Best Environmentalist” in the Austin Chronicle’s Best of Austin 2007 and 2008 Reader’s Polls.

huntsville planning summit



The Summit will begin with an introduction of sustainability as a practicum to business and government decision-making processes by four top national experts.

Our experts will deliver valuable insight into case studies of integrated sustainable design, sustainable investing and financing, and the future of green building and clean tech. The balance of the Summit will be structured using **Open Space Technology**, an innovative, refreshing methodology for efficiently running meetings that provides maximum content and idea sharing from all attendees.

The purpose of this event is to engage the regions' preeminent thought leaders in envisioning and identifying resources needed to address the challenges in the planning and development of the region sustainably. Attendee input during the Planning Summit will customize a Green Cities™ Alabama conference focused on advancing the business and science of sustainability for the region in fall 2009.

About Open Space: this is a format particular to group meetings that consistently generates improved communication, collaboration, and innovation to bring cohesive solutions to complex challenges. Participants meet in concurrently overlapping mini-discussions around a theme or issue. The cross-pollination of moving from group to group and topic to topic in a non-linear fashion allows participants to jump quickly from familiar ways of thinking to new and exciting paradigms. Participants emerge from the process invigorated, refreshed, and proud of their individual and collective accomplishments. Most importantly, Open Space is a dependable meeting format that catalyzes action towards measurable, dependable results.

how “green” are Green Cities™ events?



The Greening of Green Cities™

Every feature of Green Cities™ events, from public to back-of-house operations will be sustainably produced. From energy conservation to organic meals to digital conference materials, all products and services will be environmentally responsible and carbon-neutral.

Seven-Star has consistently realized a 90% to 98% waste diversion from conferences to large-scale trade shows and public festivals. We will achieve a minimum 85% diversion at Green Cities™. We are the first event production firm in history to receive the EPA’s Gold Waste Wise Award for recycling in a public venue, you can trust us to walk the talk.



All registrants will have their impacts automatically offset thanks to our GreenReg.com event registration system. Adhering to the four pillars of sustainable event production, the conference will practice: ***Eco-product conversion, Landfill Reduction and Diversion, Energy and Water Conservation, and GHG Calculation and Off-Setting.***

sponsorship: rights and benefits

Major Sponsor

\$5,000

- **Sponsor logo, tagline and acknowledgement rotated** on main stage screen
- **Sponsor listing and logo** on Green Cities Alabama website for four (4) months with live link to Sponsor URL of choice.
- **Sponsor name and logo identification** on Green Cities Alabama Planning Summit Program Guide. Sponsor ID includes logo or company name within the copy.
- **Sponsor mention** in all press releases specific to Green Cities Alabama Planning Summit
- **Sponsor logo** on all signage (4) signs
- **Credited as Major Sponsor** from stage and during mid-day beverage and snack break
- **Sponsor credited** as Networking Reception Host
- **Company signage** on buffet tables for break and networking reception

Contributing Sponsor

\$2,500

- **Sponsor logo and acknowledgement rotated** on main stage screen
- **Sponsor listing** on Green Cities Alabama website for (4) months with live link to Sponsor URL of choice.
- **Sponsor name and logo identification** on Green Cities Alabama Planning Summit Program Guide. Sponsor ID includes logo or company name within the copy.
- **Sponsor logo** on two (2) signs
- **Sponsor acknowledged** at networking reception as Contributing Sponsor

Supporting Sponsor

\$1,000

- **Sponsor logo rotated** on main stage screen
- **Sponsor name** on Green Cities Alabama website for (4) months with live link to Sponsor URL of choice.
- **Sponsor name** in Green Cities Alabama Planning Summit Guide. Sponsor company name only.
- **Sponsor logo** on one (1) sign – sponsor acknowledgement sign

sponsorship event greening



Greening Sponsor \$3,600

Adhering to the four pillars of sustainable event production, the conference will achieve greater than 90% waste diversion through:

- Eco-product conversion
- Landfill reduction and diversion
- Energy and water conservation
- And carbon calculation and off-setting

Elements of sponsorship include:

- Logo on 4 bins at each resource recovery station (2 stations, 8 signs)
- Special mention during introduction of planning summit sessions
- Special recognition in event program
- Special recognition on event website with live link to sponsor's website
- Inclusion in press release as the official sponsor of "event greening" and/or carbon offsetting

producing hosts of planning summit



4Site a local land planning and design firm that partners with others to build more sustainable communities. 4Site is the Green Cities ambassador; assisting the community and sharing the vision for Green Cities Alabama conference. 4Site connects the community, leadership, and government to this event to maximize its effectiveness in sharing vital information on today's new green economy.



Since 1999, Seven-Star, Inc. has been responsible for producing and greening the largest and most significant green events, conferences, festivals and concerts. Seven-Star is America's oldest and largest green event producer with a 100% focus on sustainable markets. As the 2008 EPA Waste Wise Award Winners, we not only produce events with a sustainable focus, we divert upwards of 85% of all our event's waste as well as implement leading edge green event practices.

