

ROTHBURY THINK TANK presented by the Michigan Economic Development Corporation

The **ROTHBURY Think Tank presented by the Michigan Development Corporation** is an event within the event, offering various buzz sessions and roundtables between leading scientists, scholars, writers, progressive political and corporate leaders, youth leaders, ROTHBURY artists, and...you. The 2009 ROTHBURY Think Tank Topic: Joining the New Green Economy. Read on for programming details.

ABOUT OUR PRESENTING SPONSOR

The **Michigan Economic Development Corporation**, a partnership between the state and local communities, promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life. For more information on MEDC initiatives and programs, visit the Web site at www.michiganadvantage.org.



THINK TANK SCHEDULE – PANELS & WORKSHOPS

Day / Time / Venue	Title & Description	Panelists & Special Musical Guests
Friday, July 3		
12:30 – 1:45 at Tripolee	What is the New Green Economy, How Can It Revitalize America, and How Can YOU Get Involved? How can a ‘New Green’ economy lift us out of financial crisis, while also freeing us from dependence on foreign oil and rescuing our civilization from potentially catastrophic climatic changes? How can YOU get involved?	Eban Goodstein, Bud Ward, Rev. Dr. Jamie Reaser, Vince Iwinski, Sarah van Schagen, Tremaine Phillips Moderator: Dr. Jon Gelbard Special Musical Guests: Members of Toubab Krewe
Friday 2:30 – 3:30 At the Think Tank Booth at the Epicenter	Green Jobs Networking Mixer: Join us in networking with Think Tank participants, youth energy independence activists, and local to national green business, agency, and non-profit representatives – festival style!	Hosts: ROTHBURY Think Tank, Grand Valley State, National Teach In, Global Exchange, Michigan Student Sustainability Coalition, Sierra Club, Substance, Viability
Friday 4:30 – 5:45 at Tripolee	Green Jobs to Lift All Boats: What is a ‘Green Job’ and How Can YOU Get One? What are the green jobs that are producing the products and services of the New Green Economy, and how can YOU get one?	Michel Gelobter, Billy Parish, Miquela Craytor, Reg Adams, Kelly Mitchell, Derrel Slaughter Moderator: Bud Ward Special Musical Guests: Four Finger Five

SAT. July 4		
Saturday 12:30 – 1:45 at Tripolee	<p>Voting for Change with Your Everyday Actions: How YOU Can Join the New Green Economy and Why It's the Right Thing to Do</p> <p>Explore pathways to green action and consciousness – actions simple and profound that each of us can take in our everyday lives that benefit both the earth and ourselves. We will introduce the top vote getter from the ROTHBURY-HeadCount Photo Contest, who will demonstrate how he or she is making a difference by 'voting' with everyday actions!</p>	<p>Paul Stamets, Michel Gelobter, Rev. Dr. Jamie Reaser, Dr. Jon Gelbard, Sarah van Schagen, Marci Baranski</p> <p>Moderator: Andy Bernstein</p> <p>Special Musical Guests: Michael Kang of The String Cheese Incident and members of Railroad Earth</p>
Saturday 2:30 – 3:30 meet at Think Tank booth at the Epicenter	<p>SKILLS WORKSHOP: An Introduction to Home Energy Efficiency</p> <p>Learn easy ways to simultaneously slash your energy bills, foster energy independence and fight climate change – while supporting America's emerging green industries!</p>	Host: DTE Energy
Saturday 3:45 – 4:45PM At the Goodwill Booth at the Epicenter	<p>SKILLS WORKSHOP: Green YOUR Wardrobe Fashion Show! Find some funky green duds to liven up YOUR festival vibe as Goodwill and Mountains of the Moon Eco.Fashion showcase the finest in recycled and eco-friendly clothing.</p>	<p>Hosts: Goodwill West Michigan and Mountains of the Moon Eco.Fashion</p> <p>DJ: David Murphy of STS9</p>
Saturday 5:15 – 6:30 at Tripolee	<p>Can America's Car & Energy Companies Rescue Our Economy, Energy Security and Environment Alike? Or is it Time for a New Generation to Lead?</p> <p>As a nation, Americans CAN save bailout-level \$billions on our energy bills while protecting our environment, energy security, and quality of life via clean energy and vehicles. Join us as we let our voices be heard in this provocative Town Hall.</p>	<p>Rep. Dan Scripps, Dr. Imad Mahawili, Matthew Atwood, Chris Nelder, Tanner Watt, Brandon Knight, more TBA</p> <p>Moderator: Eban Goodstein</p> <p>Special Musical Guest: David Murphy of STS9</p>

Sunday July 5		
Sunday 12:30 – 1:45 at Tripolee	<p>The Path to Sustainable Cities: How We Can Re-Design Our Buildings, Cities, and Regions to Restore the Environment and Human Well-Being</p> <p>Learn about the mind-blowing ways that the New Green Economy is revolutionizing how we design our consumer and food products, buildings, cities and whole regions.</p>	<p>Mike Tidwell, Billy Parish, Miquela Craytor, Peter LaVaute, Lorissa K. MacAllister, Jeff Plowman</p> <p>Moderator: Dr. Jamie Reaser</p> <p>Special Musical Guest: Adam Gardner from Guster</p>
Sunday 2:30 – 3:30 at the JFNew Booth at the Epicenter	<p>SKILLS WORKSHOP: How to Grow Your Own Organic Garden</p> <p>Learn how to grow your own organic vegetables, herbs, and fruit – the ultimate in local, fresh, and FREE food!</p>	<p>Host: JFNew Ecological Consulting, Mitra Sticklen, Local Farmers</p>
Sunday 5:30 – 6:45 at Tripolee	<p>The New Green Economy Policy Revolution: What Are the Policies We Need and How Can YOU Help Motivate Decisionmakers – and Voters – to Support Them?</p> <p>What’s the real deal about policies that <u>will actually work</u> to drive the changes we’ve been talking about? Learn messaging tips that will help YOU convince decisionmakers – and voters – to support these policies.</p>	<p>Eban Goodstein, Mayor George Heartwell of Grand Rapids, Bud Ward, Jeff Sharp, Rev. Dr. Jamie Reaser, Chris Nelder, Wahleah Johns</p> <p>Moderator: Mike Tidwell</p> <p>Special Musical Guests: Giant Panda Guerilla Dub Squad</p>

PANEL & WORKSHOP SUMMARIES

FRIDAY JULY 3

1. What is the New Green Economy – How Can It Revitalize America, and How Can YOU Join With Us in Getting Involved?

& Focus on the Festival: Sustainable Schools Initiative – Fostering the Local Green Economy

Time: 12:30 - 1:45 pm

Location: Tripolee

Panelists: Eban Goodstein, Bud Ward, Rev. Dr. Jamie Reaser, Vince Iwinski, Sarah van Schagen, Tremaine Phillips

Moderator: Dr. Jon Gelbard

Special Musical Guests: Members of Toubab Krewe

Summary: There has to be a better path than the one we hear about on the news each day, bombarded by pessimistic talk of economic crisis, climate change catastrophe, and energy supply uncertainty. There is, and the 2009 Think Tank will show the way: the path to a New Green Economy. What, exactly, is this 'New Green Economy'? How can it lift us out of financial crisis, while also freeing us from dependence on fossil fuels and rescuing our civilization from potentially catastrophic climate changes? Most importantly, how can YOU get involved in the solutions that it offers? Join economist and National Teach-In director, Eban Goodstein, Co-Founder of the Society for Environmental Journalists, Bud Ward, Conservation Ecologist and Communication Psychologist, Jamie Reaser, Umphrey's McGee Manager, Vince Iwinski, Grist Magazine's Sarah van Schagen, youth leaders, and ROTHBURY musicians to find out, as we kick off the 2009 Think and DO Tank!

2. Green Jobs Networking Mixer

Time: 2:30 – 3:30

Location: at the Think Tank Booth at the Epicenter

Hosts: ROTHBURY Think Tank, Grand Valley State University, Energy Action, National Teach In, Global Exchange, Michigan Student Sustainability Coalition, Sierra Club, Substance, Viability

Summary: Join us in a **festival-style** green networking event – hang out with Think Tank participants, youth energy independence activists, and local to national green business, agency, and non-profit representatives! Meet Grand Valley State University's Norman Christopher, who has put together Michigan's first Green Jobs Database! Grab a drink and see who you end up connecting with...

3. Green Jobs to Lift All Boats: What is a 'Green Job' and How Can YOU Get One?

Time: 4:30 - 5:45 pm

Location: Tripolee

Panelists: Michel Gelobter, Billy Parish, Miquela Craytor, Reg Adams, Kelly Mitchell, Derrel Slaughter

Moderator: Bud Ward

Special Musical Guests: Four Finger Five

Summary: What are the green jobs – from 'shovel-ready' to 'clean tech' – that are producing the products and services of the New Green Economy? What are the industries to seek training in if you want a job that makes a difference in meeting our economic, energy and climate challenges? Join green business pioneer, Michel Gelobter, green jobs guru, Miquela Craytor, Energy Action founder, Billy Parish, CEO Reg Adams of EarthTronics, GreenPeace's Kelly Mitchell, and youth leaders to find out!

SATURDAY JULY 4

4. Voting for Change with Your Everyday Actions: How YOU Can Join the New Green Economy and Why It's the Right Thing to Do.

Time: 12:30 - 1:45 pm

Location: Tripolee

Panelists: Paul Stamets, Michel Gelobter, Rev. Dr. Jamie Reaser, Dr. Jon Gelbard, Sarah van Schagen, Marci Baranski

Moderator: Andy Bernstein

Special Musical Guests: Michael Kang of The String Cheese Incident, members of Railroad Earth

Summary: Join HeadCount founder, Andy Bernstein, Michael Kang, Railroad Earth, and a diverse group of experts as we explore pathways to green action and consciousness – actions simple and profound that each of can take in our everyday lives that benefit both the earth and ourselves. We will introduce the top vote getter from the ROTHBURY-HeadCount Photo Contest, who will demonstrate how he or she is making a difference by 'voting' with everyday actions!

5. SKILLS WORKSHOP – An Introduction to Home Energy Efficiency: Easy Ways to Slash Your Bills via New Green Economy Solutions

Time: 2:30 – 3:30

Location: meet at the Think Tank booth at the Epicenter

Host: DTE Energy

Summary: Learn easy ways to simultaneously slash your energy bills, foster energy independence and fight climate change, while supporting America's emerging green industries.

6. SKILLS WORKSHOP – Green YOUR Wardrobe Fashion Show

Time: 3:45 – 4:45PM

Location: at the Goodwill booth at the Epicenter

Hosts: Goodwill West Michigan and Mountains of the Moon Eco.Fashion

Emcee: Melissa Baswell

DJ: David Murphy of STS9

Summary: Join us in groovin' it up as Goodwill and Mountains of the Moon Eco.Fashion showcase the finest in recycled and sustainably produced clothing. Learn how to green your wardrobe and take this opportunity to find yourself some funky duds to liven up your festival vibe!

7. ROTHBURY Town Hall: Can America's Car and Energy Companies Rescue Our Economy, Energy Security and Environment Alike? Or is it Time for a New Generation to Lead?

& Focus on the Festival: Clean Energy and Energy Efficiency at ROTHBURY

Time: 5:15 - 6:30 pm

Location: Tripolee

Panelists: Rep. Dan Scripps, Dr. Imad Mahawili, Matt Atwood, Chris Nelder, Tanner Watt, Brandon Knight

Moderator: Eban Goodstein

Special Musical Guest: David Murphy of STS9

Summary: Americans need an inspiring '*put a man on the moon*'-type challenge to aspire to as a nation to revitalize our 'Yes We Can!' spirit. We have one: **as a nation, we can save bailout-level \$billions while protecting our environment, energy security, and quality of life via energy efficiency, clean energy, and clean transport.** The numbers are incredible:

- If each of the 112 million households in the U.S. replaced a car that gets 20 mpg with one that gets 40 mpg, Americans would save, collectively, more than \$100 billion per year in fuel costs. All that money formerly spent on gas would now be freed up to be spent on clothing, electronics, home improvements, travel, dining, MUSIC...you name it! Or saved for our families and favorite charities.
- Likewise, making America's 112 million households energy efficient and powered by renewable energy would slash another \$50 – 300 billion/year from our energy bills.

So what are we waiting for, when a clean energy and transport revolution can serve as a green bailout for The People – not to mention our climate?! Join moderator Eban Goodstein, David Murphy of STS9, Rep. Dan Scripps of Michigan, Energy and Peak Oil expert, Chris Nelder, Michigan wind power innovator, Dr. Imad Mahawili, Matthew Atwood of Algae Systems, Brandon Knight of Global Exchange, and additional speakers TBA as we let our voices be heard in this provocative ROTHBURY Town Hall.

SUNDAY JULY 5

8. The Path to Sustainable Cities: How We Can Re-Design Our Buildings, Cities, and Regions to Restore Both the Environment and Human Well-Being

Time: 12:30 - 1:45 pm

Location: Tripolee

Panelists: Mike Tidwell, Billy Parish, Miquela Craytor, Peter LaVaute, Lorissa K. MacAllister, Jeff Plowman

Moderator: Rev. Dr. Jamie Reaser

Special Musical Guests: Adam Gardner of Guster

Summary: Learn about the mind-blowing ways that the New Green Economy is revolutionizing how we design our communities, cities, and whole regions, including:

- the way we design our buildings, and make our consumer products: E.g., using materials that come from sustainable sources and are efficient, healthy and safe to use – and re-use
- the way we design our cities: E.g., walkable and good mass transit = money saving and less vehicle pollution
- the way we grow and distribute our food: E.g., organic = less toxic, local = fresh and tasty + lower transport costs and emissions, Fair Trade = better lives for producers
- the way we zone regional land use: a healthy network of open space not only maximizes our quality of life, but maintains valuable environmental services such as protection of drinking water supplies, protection of homes and businesses from floods, pollination of crops, and maintenance of the wondrous biodiversity with which we share the earth.

Join Adam Gardner of Guster and Reverb, author and filmmaker, Mike Tidwell, land use planning expert Miquela Craytor, sustainable communities expert, Peter LaVaute, green building expert Lorissa K. MacAllister, and youth leaders as we explore the path to sustainable cities – and whole regions. Learn why supporting related ballot and legislative initiatives are crucial parts of your role in fostering the New Green Economy.

9. SKILLS WORKSHOP: How to Grow Your Own Organic Garden

Host: JFNew Ecological Consulting, Mitra Stricklen & Local Farmers

Time: 2:30 – 3:30

Location: at the JFNew Booth at the Epicenter

Summary: Join a Michigan green roof and garden company and local farmers and learn how to grow your own organic vegetables, herbs and fruit – the ultimate in local, fresh, and FREE food! Our mouths are already watering...

10. The New Green Economy Policy Revolution: What Are the Policies We Need and How Can We Motivate Decisionmakers – and Voters – to Support Them?

Time: 5:30 - 6:45 pm

Location: Tripolee

Panelists: Eban Goodstein, Mayor George Heartwell of Grand Rapids, Bud Ward, Jeff Sharp, Rev. Dr. Jamie Reaser, Chris Nelder, Wahleah Johns

Moderator: Mike Tidwell

Special Musical Guests: Giant Panda Guerrilla Dub Squad

Summary: While President Obama is pushing 'New Green Economy' policies, Republicans are chanting 'Drill Baby Drill'. What's the real deal about policies that will actually work to drive the positive changes we've been talking about? Most importantly, how can YOU help convince decisionmakers – and your fellow voting citizens – to support these policies? Join economist and policy expert, Eban Goodstein, Mayor George Heartwell of Grand Rapids, media expert, Bud Ward, Jeff Sharp - Senior Communications Advisor, House Select Committee on Energy Independence and Global Warming; Energy Action Coalition founder, Billy Parish, conservation ecologist and communication psychologist, Jamie Reaser, and energy realist, Chris Nelder in summing up the take home lessons from the 2009 ROTHBURY Think Tank – and plotting the path forward towards 2010.

SPEAKERS – AFFILIATION AND AREA OF EXPERTISE

	Speaker	Title, Affiliation	Area(s) of Expertise
1	Eban Goodstein	Director, Bard Center for Environmental Policy; Co-Director, The National Teach-In	Economics of Climate Change; national climate movement
2	Paul Stamets	Mycologist, Author. His most recent book is <i>Mycelium Running: How Mushrooms Can Help Save the World</i>	Mycology, How Mushrooms Can Help Save the World. Video: http://www.youtube.com/watch?v=XI5frPV58tY
3	Michel Gelobter	CEO, Cooler Inc., Board Member, Redefining Progress	Economics of climate and clean energy
4	Mike Tidwell	Founder and Director of the Chesapeake Climate Action Network; Journalist, Radio Host, Author, Filmmaker	Climate Change Impacts, Policy and Energy Solutions
5	Bud Ward	Editor of The Yale Forum on Climate Change & The Media, CEO, Morris A. Ward, Inc.	Environmental Journalist and Educator
6	Billy Parish	Co-Founder - Energy Action Coalition and Green Owl Records	Clean Energy and Green Jobs Activist
7	Rev. Dr. Jamie Reaser	Founder of Congruence, LLC; senior advisor to the US government, non-governmental organizations, United Nations, and industry	Expertise in conservation ecology and policy, communication psychology and changing human consciousness, author, artist and homesteader-in-progress
8	Jeff Sharp	Senior Communications Advisor, House Select Committee on Energy Independence and Global warming	Communication and Policy
9	Mayor George Heartwell	Mayor of Grand Rapids	Policy and Politics of making all this happen

10	Michigan Rep. Dan Scripps	Representative, Michigan State Legislature	Policy and Politics of making all this happen
11	Miquela Craytor	Executive Director, Sustainable South Bronx	Green Jobs, Environmental Justice, Sustainable Living, Land Use Planning
12	Peter LaVaute	Green Business Entrepreneur and Board of Directors, The New Energy Movement	Sustainable Societal Systems, Green Business, Sustainable Fuels, Clean Vehicles (including electric and biofuel)
13	Sarah van Schagen	Grist Magazine Sustainability Blogger, Green Pop Culture Writer	Sustainability Blogging, green living, green cities
14	Andy Bernstein	Founder and Executive Director, HeadCount	Motivating live music fans to vote (analogous to our effort to motivate fans to get involved in fostering the New Green Economy)
15	Vince Iwinski	Manager, Umphrey's McGee, VIP Management, Green Apple Festival	Green Events Producer, Band Manager
16	Reg Adams	CEO, EarthTronics	The Business of Clean Energy and Energy Efficiency
17	Dr. Imad Mahawili	Wind Power Engineer, EarthTronics	Wind Power Engineer & Technological Innovator
18	Jeff Plowman	Executive Director, Sustainable Biodiesel Alliance	Sustainable biofuels, related certification
19	Larry Kaufman	Energy Efficiency Specialist, DTE Energy	Energy Efficiency
20	Chris Nelder	Founder - GetReallist.com, Editorial Contributor - Energy & Capital	Climate and Energy Solutions – the real deal
21	Dr. Jon Gelbard	Director, ROTHBURY Think Tank, National Sustainability Producer, Green Apple Festival, Executive Director, Conservation Value Institute	Conservation Scientist and Communications Expert, Green Events Producer, Leveraging the inspirational power of music to drive positive change
22	Marcia Gershenson	Oakland County Commissioner	Local/Regional Sustainable Policy Solutions

23	Matthew C. Atwood	President, Algae Systems	Algae-based biofuel systems used to fuel aircraft and more
24	Tanner Watt	Associate Director, Sustainable Biodiesel Alliance	Sustainable biofuels, related certification
25	Melissa Baswell	CEO, Mountains of the Moon Eco.Fashion	Sustainable Fashion
26	Kelly Mitchell	GreenPeace Climate & Energy Field Team	Green Jobs Expert
27	Lorissa K. MacAllister	AIA, LEED AP, with Progressive AE	Green building and design
28	Stu Kogge	Sr. Wetland/Aquatic Biologist, JF New – Ecological Consulting	Organic Gardening and Green Roofs, Wetlands and Aquatic Biology
29	Brandon Knight	Midwest Climate Campaigner, Global Exchange	Clean Energy and Climate Change Policy Solutions
30	Derrell Slaughter	Lansing Director Greenation	Environmental Justice and Policy Solutions
31	Marci Baranski	Organizer, Michigan Student Sustainability Coalition	Clean Energy and Energy Independence Activist
32	Wahleah Johns	Co-director of the Black Mesa Water Coalition,	Wahleah is an advocate of Indigenous Peoples rights, Green Jobs, Environmental Justice and seeking restorative justice by clean renewable energy projects for Navajo and Hopi communities.
33	Mitra Sticklen	Graduate Student, University of Chicago	Sustainable Foods
34	Tremaine Phillips	Program Associate, Michigan Environmental Council	Environmental Economics, Policy and Stewardship
Moderators			
	Dr. Jon Gelbard		What is the 'New Green Economy'?
	Bud Ward		Green Jobs to Lift All Boats
	Andy Bernstein		Vote With Your Actions

	Eban Goodstein	Clean Energy & Vehicles Town Hall
	Rev. Dr. Jamie Reaser	The Path to Sustainable Cities
	Mike Tidwell	Final Policy & Motivating Change Panel