

# GROWING GREEN

Saving money. Making money. Creating jobs.

## TEXAS RURAL SUSTAINABILITY CONFERENCE

HILTON AUSTIN AIRPORT HOTEL  
NOVEMBER 14 – 16, 2011





## WHY GROWING GREEN?

Rural adoption of new technologies is often hampered by limited resources and lack of ready access to information and capital. This can delay the economic benefit rural areas might receive from emerging industries. The Texas Engineering Extension Service's (TEEX) Growing Green conference series is bringing information and resources about sustainable opportunities to rural areas, bridging the distance between our rural communities and these prospects.

Sustainability is not a new concept for rural communities, whose roots in agriculture have ensured a long history of interest in resource management. The very nature of rural life demands an entrepreneurial, independent spirit and close attention to the bottom line.

For rural Texas, sustainability means building businesses and communities that will survive the ups and downs of the agriculture and oil and gas industries, which have long been their life blood. New sustainable industries range from renewable energy and green products and services to nature and ecotourism, and they represent real opportunities to diversify rural economics and create jobs.

## THE GRANT

The Growing Green conference series and website are produced by the Texas Engineering Extension Service's (TEEX) Knowledge Engineering Division under a grant from the U.S. Department of Commerce, Economic Development Administration. The grant, "Communicating, Collaborating and Innovating towards Sustainable Development," intends to bring sustainable economic development opportunities to rural communities through conferences and other means of information sharing.





## ADVISORY COUNCIL

### **Rusty Brockman**

*Build New Braunfels and Texas Greenbelt Coalition*

### **E. Allen Carrigo III**

*Northwest Texas Small Business Development Center*

### **Pam Groce**

*Texas State Energy Conservation Office*

### **Lesla Hill**

*Texas Engineering Extension Service*

### **Judy Loden**

*Greater Texas Capital Corporation*

### **Skip Mills**

*Texas Engineering Experiment Station*

### **Penny Redington**

*Texas Association of Regional Councils*

### **Rick Rhodes**

*Texas Department of Agriculture*

### **Al Salgado**

*Institute for Economic Development- UTSA*

### **Carlton Schwab**

*Texas Economic Development Council*

### **Rick Sebenoler**

*USDC - Economic Development Administration*

### **Gary Sera**

*Texas Engineering Extension Service*

### **Bill Stansbury**

*Texas Engineering Extension Service*

### **Soll Sussman**

*Texas General Land Office*





## GROWING GREEN AWARDS

In 2011, the Texas Engineering Extension Service (TEEX) and the US Department of Commerce Economic Development Administration honor eleven outstanding initiatives that have created economic value and opportunity through environmental stewardship, energy conservation and sustainable practices in Texas rural communities. The Growing Green Communities Awards program showcases best sustainable practices that save money, make money and/or create jobs.

The Growing Green Communities Awards program recognizes individuals, businesses, communities and entities in five categories:

- School Districts including Private Schools
- Rural Communities
- Electric Cooperatives and Municipal Electric Utilities
- Businesses
- Elected Officials

The criteria for all categories include the degree to which the effort saved money, made money or created jobs as a result of an activity or initiative dedicated to energy efficiency, renewable energy solutions, creating sustainable communities or clean energy technologies. Projects or initiatives undertaken between January 2008 and December 2010 were eligible for nomination.





## GROWING GREEN AWARD WINNER

### School District/Private School - Katherine Ann Porter School, Wimberly, Texas

Students in the rural community of Wimberly are very well aware of environmental issues. They offer their community a place to recycle paper and aluminum. Every student is involved in the recycling processes. By far their greatest achievement is the rainwater collection system.

With the help of grants from the Lower Colorado River Authority and other entities, and in partnership with local organizations such as Keep Wimberly Beautiful, the Lions Club and the Pedernales Electric Co-op, the students installed three rainwater harvesting systems to collect and use rainwater at school. These tanks have the capacity of 32,000 gallons.

The harvested water is used to irrigate the school's organic vegetable garden as well as all landscaping and flower beds. These gardens are projects that the students themselves maintain. The water is also used to flush toilets and wash the school's fleet of vehicles.

It is also important to note that in an emergency, a relationship exists between the school and the Wimberly Volunteer Fire Department, located next door, so water is available for use in fighting fires.

As a direct result of the student's initiative to harvest and use rainwater, the school's water bill has been cut in half – from approximately \$180 to \$90 dollars per month. As part of their education, the students painted an artistic representation of the water cycle on the tanks. The Katherine Anne Porter School is a model of excellence in the community of Wimberly – a teacher, a leader and a friend of the earth.





## GROWING GREEN AWARD WINNER

### School District/Private School - Boerne ISD

Boerne Independent School District has recently become a leader in renewable energy practices.

The photovoltaic system installed on the roof at Fair Oaks Ranch Elementary School is visible from Ralph Fair Road (FM 3351) and a reminder to parents, staff and surrounding neighborhoods each day. The system is designed to generate over 160,107 kilowatt-hours a year. With the new technology, the district expects to decrease peak demand energy costs and save 92,000 pounds of carbon dioxide from being emitted into the atmosphere.

The resulting savings in energy cost is estimated at \$5,192.00 per year, district savings into the classroom. With the recent cuts in education, funding by the State, Boerne ISD is looking to energy conservation as a way to fund education. Savings can be used to offset rising maintenance and operations expenses, rising cost of staff salaries, or equipment replacement.

The students at Fair Oaks Ranch will have the unique perspective of thinking that it is normal to have a giant solar array on your roof. As a result, they will be more likely to embrace alternatives energy sources in the future.

Boerne ISD believes this awareness will lead to conservation and a willingness to reduce their impact on the planet's resources. Each student will have the opportunity to see first-hand how much electricity their array produces; and, they will be able to evaluate how much electricity their school uses. Boerne ISD believes this awareness will lead to a change in long-term behavior that will affect them the rest of their life by their continued conservation and a willingness to reduce their impact on the planet's resources.





## GROWING GREEN AWARD WINNER

### Small Business – Recycled Granite

*My vision is to educate the world about the benefits of recycling granite. By recycling granite remnants, we are reducing millions of pounds waste clogging landfills, saving energy, creating thousands of jobs, creating value and make the world a better, greener place.*

As a granite recycler, Recycled Granite uses the leftover scraps from granite countertop fabricators and turns the material into decorative landscaping pavers and stunning split stone tiles. Countertop fabricators now have a choice; instead of paying dearly to dispose of and clog landfills, they work with Recycled Granite to recycle their scraps. Recycled Granite has processed over 1,000,000 lbs of granite scraps. One square foot of leftover granite can be processed into three square feet of sellable split stone tile material. On average, they sell this recycled product for \$9 per sq.ft.

The recycled split stone is used for backsplash, fireplace surrounds, interior & exterior walls, outdoor kitchens, art works, bathrooms, etc. the pavers are used to make eco-friendly driveways, sidewalks and patios. The pavers allow rainwater to drain between the grout and replenish our precious ground-source water supply, unlike poured concrete drives. They are beautiful and 3 times stronger than a poured traditional drive.

The product is a LEED certified recycled product and very well received by the community. Recycled Granite's plan is to develop and open 25 additional granite recycling centers throughout the State of Texas.





## GROWING GREEN AWARD WINNER

### Small Business – Brazos Valley Trash Valet & Recycling

Brazos Valley Trash Valet & Recycling (BVTV&R) began serving customers in May 2010 and continues to grow each day by providing recycling services to those living both in rural and multifamily communities as well as commercial businesses which would not otherwise be able to recycle in an efficient and affordable manner. BVTV&R has been able to save direct costs for both commercial businesses and individuals by reducing their landfill/dump fees, while helping many businesses in the Brazos Valley to become environmental stewards.

In order to save customers money and divert materials to the recycling stream, BVTV&R performs custom audits on the materials businesses are currently sending to the landfill. They help educate on which materials can be recycled. This helps businesses to reduce their haul off fees and in turn saves them money and reduces their carbon footprint.

Their service of collecting recycling materials such as all plastics #1 - #7's, all glass, cardboard, paper, metals and tins comingled allows for a convenient recycling process. This process encourages many who would not otherwise choose to recycle to create sustainable practices of recycling in their communities and/or businesses. BVTV&R's business philosophy has been to create a method that is simple and convenient for the customer so they will choose to become green and continue to recycle for life, thus impacting the environment in a very positive and sustainable way.

Another way BVTV&R has helped the community become environmental stewards is to educate the youth of the community. In order to achieve this goal, BVTV&R has brought an all encompassing recycling program to a public school. They have incorporated educational materials for the students and faculty on the importance of recycling and most importantly have implemented the program for kids to be active participants in the collection process. BVTV&R believes by creating a program that enables kids to be active in the process, they will take ownership in the project, as well and strive for a larger impact on their results of diverting materials from the landfill and recycling from the classroom to the kitchen. This program is a way for BVTV&R to help to educate the community while giving back to the community at the same time.

BVTV&R's convenient service has reduced the carbon footprint for individuals as well as businesses throughout the Brazos Valley Area. In turn, their services have helped to reduce natural resource consumption by putting recyclables back into the product life cycle as well as helping to lengthen the life of the area landfill.





## GROWING GREEN AWARD WINNER

### Rural Community - Fairview

The Town of Fairview prides itself on being a community committed to environmental quality. Over the years, the town has enacted ordinances and policies designed to make the community a leader in sustainability.

Example of ordinances enacted are:

- The minimum standard for energy efficiency of single-family residential structures shall be the Environment Protection Agency's Energy Star designation as it currently exists or may be amended.
- A reduction in stormwater utility fee shall be awarded for on-site stormwater collection systems in proportion to the size and capacity of the system.
- Construction waste (brick and wood) hauled from the building site by the builder shall be taken to a site or facility legally empowered to accept it for recycling.
- A construction waste reduction/reuse plan must be written and followed by the builder.
- Unwanted building materials shall be donated to a nonprofit building organization.

When Fairview designed and built a new town hall in 2009, the building was designed and constructed to be a LEED Silver qualified building. In addition to the normal water saving features and energy efficient glass, the building is cooled and heated with a geothermal system. Also J.C. Penny opened a LEED certified store in Fairview and there is an emphasis on having more "green" commercial businesses.

Fairview believes that it is a leader in becoming an environmentally friendly community and plans to stay that way in the future. The town council established an environmental committee that advises the council on environmental policy. Currently, citizens are being surveyed to see if there is a desire to take the water bills from paper to an online option, saving quite a bit in paper over a year's time. As new opportunities to become "greener" present themselves, Fairview is positioned to take advantage of them.





## GROWING GREEN AWARD WINNER

### Small Business – Red Caboose Winery

Red Caboose Winery is one of the most sustainable wineries in Texas and the USA. They utilize a number of sustainable techniques to create wine.

Red Caboose Winery cools, chills, refrigerates, and heats their facility with a geothermal ground source loop using 24 geothermal wells. Both the building and the wine tanks are chilled with geothermal. Chilling wine with geothermal saves on electricity and increases efficiencies. Red Caboose Winery stabilizes their wines using geothermal at 28 degrees F. The owner designed and built the machine to chill the wines with geothermal.

The winery generates its own electricity with solar panels mounted on the roof. This also shades and cools the roof and thereby reduces electrical demand for cooling. The winery generates 100% of their electricity.

The winery also harvests rainwater from the roofs for irrigation in the vineyards. They gravity flow the rainwater to the irrigation system. When it rains 3.5 inches, the winery collect 19,000 gallons. The rainwater is perfect for the grapes and reduces wear and tear on the well and pump.

Generally, the winery is a total sustainable design. It was constructed in 2005-2008 and has saved thousands of dollars per year because of the design. All lights are energy efficient, the building has large overhangs for shade, and it is super insulated for thermal efficiency. They also built most of the winery out of rock dug up during the planting of the vineyards and used Gabions as an architectural element and retaining walls.





## GROWING GREEN AWARD WINNER

### Electric Cooperative - Bryan Texas Utilities (BTU)

Bryan Texas Utilities (BTU) embarked in a new direction in April 2008 with its "Green+" initiative. This program offers rebates and incentives to BTU customers that make energy efficient upgrades or installation of renewable energy sources to their homes and businesses. With programs like the Residential Solar PV rebate and the Commercial Solar PV rebate, customers can install their own renewable energy sources at their location and receive credit on their utility bill for the excess power they produce. BTU also offers Solar Thermal water heating rebates for residential and commercial customers.

The Reflective Roof Coating program allows commercial customers to make large energy efficiency impact to their business and upgrade their roof at the same time. The HVAC rebate program has seen great success rebating over \$230,000.00 in the last year alone to over 500 BTU customers. Lighting rebates, both residential and commercial, have seen an increase each year to point that it could overtake solar and HVAC as the most popular program with customers. People have awakened to see that lighting is to change and with BTU's rebates cheap to do!

BTU also offers a low interest loan program that allows customers to make some of these energy efficiency changes and pay for them over a five year term. These Programs combined with the public outreach BTU does in the form of seminars, public speaking, and energy awareness walk throughs with their customers has taken them to new heights.

BTU is also looking to the future when it comes to power plants. BTU is in the process of building a 10 MW solar farm in west Texas to serve as a key part in the ERCOT power grid. BTU recently made an agreement to purchase 30 MW of wind power as well to add to its portfolio. Also installing two energy efficient LM6000 generators at its Dansby Power Plant shows how committed BTU is to providing Clean, Safe, Reliable, and Affordable Power to its customers today and tomorrow!





## GROWING GREEN AWARD WINNER

### Rural Community - Sweetwater

The community of Sweetwater, Texas has always been known for its raw materials. From the gypsum rock that enables United States Gypsum and Georgia Pacific to locate a facility for the manufacturing of sheet rock, to the limestone that allows Buzzi Unicem USA to manufacture raw cement, our raw materials have built an industry base in West Texas.

In the 1950's, oil and natural gas was discovered in this region that allows us to currently have 826 producing wells. During all these years the one thing that was constant was that everyone hated the strong winds that blew all the time. Who knew that in the early 2000's the winds we have grown to hate, became our newest industry sector and created employment and opportunities for land owners to hold onto the lands that were passed down from generation to generation.

In the 1950's, as the oil boom expanded, there was an assumption that this new industry would consume a lot of energy. To plan for the expansion of the boom, a 345kv transmission line was built from the Metroplex (through Sweetwater) to the Permian Basin to supply that need. As the oil industry grew, the consumption of energy was not as great as the officials thought so the lines were underutilized. In 1999, a group from American Electric Power (AEP) decided to build a renewable energy (wind) park called the Trent Mesa between Abilene and Sweetwater. This park would consist of 100 turbines that could produce 100 MW of output. Who knew then where this industry would take Sweetwater?

Nolan County, due to the transmission lines with excess capacity, a few prominent promoters, willing land owners that already understood oil leases, and the Trent Mesa project already a reality, became the focal point for wind farm expansion in North America. Several other variables came into play as this industry expanded like erector sets in your living room floor. The Nolan County Commissioners, considering the possible expansion of jobs and investment, established a tax abatement policy that would spur construction. The commissioners would work with investment groups and offer a 10 year abatement with 60% the first 5 years and 40% the second 5 years. In a ten year period it took our taxable evaluation in Nolan County from \$500 million in 1999 to a high of \$2.8 billion in later 2008, early 2009. Beyond the increase in taxable evaluation and the decrease in our tax burden to all the tax payers in Nolan County, employment increased dramatically. At one point, in the height of the construction in 2008, over 1000 people in Nolan County were working in the direct wind business. That is from a county that has an average workforce of approximately 6000 people. Even today, as the wind construction has taken a cyclical turn down, we have more than 350 people employed in direct wind related jobs. This does not include the construction of three new motels in Sweetwater or the second and third tier jobs and services like RV parks, graphic design operations, laundry service and many more.

Through the expansion of the wind farms, Sweetwater's educational facilities benefited greatly. There have been two new schools constructed and three have made some necessary additions. The real benefit has been to the school staff and students. Roscoe ISD has started an early college program. They are projecting that the May 2012 class. The wind industry has created a working environment that has given students that have moved to the big cities for employment, a chance in a new evolving industry that pays well and allows them to return and raise their children in rural Texas!





## GROWING GREEN AWARD WINNER

### Electric Cooperative - Guadalupe Valley Electric Cooperative (GVEC)

At a time when many utilities providing electric power are still trying to figure out just how to treat customers who want to install alternative power sources such as wind and solar and tie them into the grid, Guadalupe Valley Electric Cooperative (GVEC) is ahead of the pack encouraging customers to invest in green energy for their homes and businesses, they are enabling them to do so.

Headquartered in Gonzales, Texas, GVEC serves nearly 66,500 accounts throughout 13 counties, primarily in DeWitt, Gonzales, Guadalupe, Lavaca, and Wilson Counties, but also serving parts of Hays, Comal, Fayette, Caldwell, Goliad, Karnes, Victoria and Jackson Counties. The service area totals about 3,500 square miles of territory.

Through their GVEC Home subsidiary, in addition to providing energy efficient appliances and HVAC systems, GVEC provides their customers with information on wind and solar energy, incentives and rebates from both the government and GVEC and resources to provide wind and solar energy systems for their homes, farms, ranches or businesses.

They are up front in stating to their customers that “It is difficult to estimate how much power a residential turbine will produce in our volatile South Texas climate with constantly changing weather patterns.” However, rather than just leaving it at that, GVEC has a test pilot project in progress with turbines placed at their Seguin office as well the Agricultural Heritage Center (Big Red Barn) in Seguin, and at their Gonzales office as well. They are gathering data to give their members a realistic payback scenario for the investment in a turbine. That is service way above and beyond the expected.

GVEC currently has several wind turbines placed throughout their service territory studying the feasibility of wind production in their South Texas area. The purpose of the study is to provide cooperative members with realistic information regarding benefits and payback of distributive generation. One of the turbines is placed at the Texas Agricultural Education and Heritage Center in Seguin where thousands of school children and visitors get to view it and learn first-hand how a wind turbine produces renewable energy.

**Rainwater Harvester:**At its Seguin Office Complex, a rainwater harvester captures rainwater used to irrigate the landscaping and educates members and local school children about the importance of water conservation.

**Western Operations Center Renewables:** Solar, wind and water conservation features are incorporated into the design of the GVEC Western Operations Center. Built to Leadership in Energy and Environmental Design(LEED) certification guidelines, the facility features solar panels to provide for the hot water needs of the Center as well as a solar photovoltaic (PV) system and wind turbine generating power to help offset facility usage. The harvesting system captures rainwater and AC condensation used to irrigate facility landscaping.





## GROWING GREEN AWARD WINNER

### Elected Official – Judge Loyd Neal

When Nueces County Judge Loyd Neal took office in January of 2007, he immediately realized there were general climate and temperature problems in the Nueces County Courthouse (and jail), located in the County Seat, Corpus Christi, Texas.

The Courthouse was occupied in 1977 and contained antiquated heating and cooling systems, as well as other inefficient utility systems. The Courthouse and Jail consist of over 609,000 square feet. As explained by the County Engineer, the Courthouse and Jail HVAC system with over 400 pneumatic thermostats throughout the Courthouse and Jail pumped cool and hot air at the same time to maintain a comfortable climate. Still, employees in certain offices used space heaters even in the summer, while others were too hot.

This led Judge Neal to search for solutions, which ultimately resulted in an energy efficiency and building retrofit project with \$500,000 in annual utility savings. The project included installing solar electric panels on the Courthouse roof generating 25kwh of electric power at peak, solar thermal panels on the Jail roof, taking over 8,800 light fixtures and reducing them from four (4) bulbs to two (2), power factor correction, boiler plant upgrades to save natural gas usage, chiller system variable frequency drivers to reduce power usage, replacing over 400 pneumatic thermostats with digital, and water conservation measures installed on over 1,000 fixtures.

A \$7.9 million loan for the project was provided by the State Energy Conservation Office (SECO) utilizing funds provided by American Recovery and Reinvestment Act (ARRA) through the U.S. Department of Energy. Johnson Controls, Inc. was contracted to complete the project and they guaranteed an annual utility cost savings of \$500,000.

Today, the project is over 90% complete, with anticipated completion occurring in December of this year. The County has already begun to experience substantial utility savings and is setting aside these savings to repay the construction loan.

Judge Neal has lead Nueces County through this very meticulous process and deserves to be recognized for his persistence in pursuing this project. It is likely one of the largest "Growing Green" projects that has ever occurred in Nueces County.





## GROWING GREEN AWARD WINNER

### Elected Official – Judge Terry Simpson

Judge Terry Simpson has become a leading advocate for wind energy in Texas. His balanced approach has gained him the respect of diverse groups that are interested in this new business from the farmer, the land owner, the environmentalist, the conservationist and the business community.

In 2006, Judge Terry Simpson was approached by E-on and Gemesa with the prospect of bringing wind energy to San Patricio County. Judge Simpson sought to educate himself and the Commissioners on wind energy by contacting various counties that currently had wind energy production for the kind of advice he called “lessons learned “. As talks continued with E-on, Judge Simpson talked with various community leaders on the attributes of clean energy and future energy needs.

During this process, Judge Simpson was vigilant in ensuring protection of San Patricio County environmental concerns, safety of airspace for flight paths of aircraft, prevention of interference with communication towers, and preservation and improvement of county roads. This vigilance resulted in securing over \$4 million worth of road improvements, generation of jobs and economic growth as they negotiated tax incentives and permitting fees to bring the wind energy projects to fruition. Over 20 miles of county roads have been upgraded to handle the heavier traffic.

The project invested an estimated taxable value of more than \$460 million dollars in the local community. It employed more than 1,000 people during construction and established 18 permanent positions in San Patricio County. The county spent more than \$26 million in local contracts showing our commitment to investing locally and to be a good neighbor in the community.

Papalote Creek Wind Farm complex can provide enough clean wind power to supply about 114,000 American homes while avoiding more than 684,000 tons of carbon dioxide emissions and saving half of a billion gallons of fresh water every year compared with a conventional steam-driven fossil fuel plant.

Judge Simpson has testified before the Texas Legislature on wind energy; and visited with other counties in the region and school districts in reference to the benefits of wind farms.





### KEYNOTE SPEAKERS



#### Senator Steve Ogden

*Texas Senate*

*District 5*

Elected to the Texas Senate in January 1997, Steve Ogden is a leader on budget issues, school finance, higher education funding, child protection, transportation safety and criminal justice. He is chairman of the Senate Finance Committee.

Ogden has been in the oil and gas exploration business for over 20 years and is currently president of Ogden Resources, an independent oil and gas company based in Bryan. He graduated from the United States Naval Academy and served nine years as an officer in the U.S. Navy submarine fleet. He received his MBA from Texas A&M University.

Recognized as a leader in the Texas Senate, Ogden has received the Bob Bullock Award for Outstanding Public Stewardship. Following the 79th Legislative Session, he was named among the "Ten Best Legislators" by Texas Monthly magazine, a "Top Texas Legislator" by Capitol Inside, and Pro-Life Chairman of the Year by Texas Right to Life. He was again named among the "Ten Best Legislators" following the 80th Legislative Session, and "Legislator of the Year" by the Texas Public Employees Association in May, 2008. Senator Ogden was once again named among the "Ten Best Legislators" following the 82nd Legislative Session. The Senator has been honored by the Texas County and District Attorneys Association, The Texas A&M University System, and Sam Houston State University and received a Legislative Hero Award from the Texas Access to Justice Commission and Foundation. Before his election to the Texas Senate, Ogden served three terms in the Texas House of Representatives.

Ogden and his wife, Beverly, were married in December of 1973 and live in Bryan. They are the proud parents of four children. Michael, a major in the U.S. Marine Corps, and his wife Lisa are the parents of Gabriel and Canon Ogden. Stephanie is married to William Lewis, and their sons are Christopher and Will. Kristen is a graduate of the University of Texas and resides in Austin with husband, Cameron, and daughter, Sonora. Youngest son, Charles Benedict "Chaz" Ogden, is in the ninth grade.





## KEYNOTE SPEAKERS

### **Rick Rhodes**

*Assistant Commissioner*

*Rural Economic Development Division*

*Texas Department of Agriculture*



Rick is a native Texan. After growing up in Sweetwater, Texas, he earned a degree in Business Administration from the University of Texas at Austin. His career includes ownership of a successful small business, assignments in banking and mortgage lending, serving four terms as the Mayor of Sweetwater, and leading Governor Perry's job creation initiative for two years.

Rick currently serves as the Assistant Commissioner for Rural Economic Development for the Texas Department of Agriculture.

### **Dr. John A Adams, Jr.**

*Texas Engineering Extension Service*



John A. Adams, Jr. '73 received a Bachelor's Degree, Master's Degree and Ph.D. in History from Texas A&M. He also completed the Southwestern Graduate School of Banking at Southern Methodist University and holds Certified Economic Developer (CED) credentials. Adams was a Captain in the United States Air Force and served as President and CEO of Enterprise Florida Inc., which is the only public-private statewide economic development organization in the nation. Adams served as a delegate to the General Agreement on Tariffs and Trade negotiations in Geneva, an advisor to the World Trade Organization, Chairman of the Industry Sector Advisory council for trade policy review at the U.S. Department of Commerce and has provided Congressional testimony on U.S.-Mexico border infrastructure issues.

He was an Adjunct Professor of International Banking and Finance at Texas A& M International University in Laredo, Texas. Adams is the author of several books on Texas A&M and the Corps of Cadets, *We Are the Aggies*, *Softly Call the Muster*, *Keepers of the Spirit* and co-author of *Texas Aggies Go To War* as well as many other books on international trade, economic development and history.





### KEYNOTE SPEAKERS

**Evan Smith**  
*CEO & Editor in Chief*  
*The Texas Tribune*



Evan Smith is the CEO and editor-in-chief of The Texas Tribune, which, in its first year in operation, won two national Edward R. Murrow Awards from the Radio Television Digital News Association and a General Excellence Award from the Online News Association interview program, Texas Monthly Talks, which aired on PBS stations statewide.

He currently hosts a new show, Overheard with Evan Smith, that airs on PBS stations nationally. A New York native, Smith has a bachelor's degree in public policy from Hamilton College in Clinton, N.Y., and a master's degree in journalism from the Medill School at Northwestern University.

Previously he spent nearly 18 years at Texas Monthly, stepping down in August 2009 as the magazine's president and editor-in-chief. He previously served as editor for more than eight years — only the third person to hold that title. On his watch, Texas Monthly was nominated for 16 National Magazine Awards, the magazine industry's equivalent of the Pulitzer Prize, and twice was awarded the National Magazine Award for General Excellence. For eight years, Smith hosted a Lone Star Emmy Award-winning weekly Texas Monthly Talks, which aired on PBS stations statewide. He currently hosts a new show, Overheard with Evan Smith, that airs on PBS stations nationally. A New York native, Smith has a bachelor's degree in public policy from Hamilton College in Clinton, N.Y., and a master's degree in journalism from the Medill School at Northwestern University.





## DETAILED AGENDA

### Monday, November 14

- 12:00 – 5:00 p.m. Registration**  
Lower Level, Outside Bergstrom Ballroom
- 2:00 – 4:00 p.m. Growing Green Peer Group Round Table Discussions**  
*Progressive Practices by Rural Communities*  
Bergstrom Ballroom

**Session Description:** These round table discussions will give all participants of the Growing Green Communities Conference the opportunity to talk with the Growing Green Award Winners. Our Award winners have successfully implemented sustainable practices in their communities, schools, and businesses. Participants will learn about the projects and have the opportunity to ask questions about the project's success.

- 4:00 – 4:30 p.m. Networking Break**
- 4:30 – 5:30 p.m. General Session**  
John A. Adams, Jr., TEEX  
Rick Rhodes, Assistant Commissioner, Rural Economic Development Division, Texas Department of Agriculture  
Rick Sebenoler, Department of Commerce, EDA
- 5:30 – 7:00 p.m. Networking Reception**  
Exhibit Area

### Tuesday, November 15

- 7:00 – 5:00 p.m. Registration**  
Lower Level, Outside Bergstrom Ballroom
- 8:00 – 9:00 a.m. General Session**  
  
Evan Smith, CEO & Editor in Chief, The Texas Tribune  
Bergstrom Ballroom
- 9:00 – 9:30 a.m. Networking Break**





### DETAILED AGENDA

9:30 – 10:30 a.m. Breakout Sessions – Choose one

#### Funding Sustainable Projects: “How Your Peers are Putting Green Dollars to Work!”

**Moderator:** Lisa Mutchler, Economic Development Director, TEEX  
**Speakers:** Dub Taylor, Director of the State Energy Conservation Office  
Stephen Murchison, Specialist, TCEQ  
Carlton Schwab, President/CEO, TEDC

**Session Description:** Finding funding for sustainable projects can be a challenge. Learn how Texas entities are assisting communities and businesses with becoming more sustainable

#### LEED 101: Demystifying LEED and Sustainable Building Practices

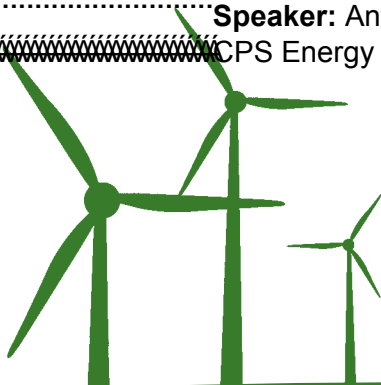
**Moderator:** Rick Sebenoler, U.S. Department of Commerce – Economic Development Administration  
**Speakers:** Bob Harris, FAIA, LEED AP - Lake-Flato  
Jane Baxter Lynn, Executive Director, U.S.G.B.C. Central Texas Balcones Chapter

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**Session Description:** LEED, or Leadership in Energy and Environmental Design, is an internationally-recognized green building certification system. Developed by the HYPERLINK “http://www.usgbc.org/About” U.S. Green Building Council (USGBC) in March 2000, LEED provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions. Find out more about what it means to be LEED and LEED projects in Texas.

#### Smart Meters 101: “Why are they smart and where do they come from?”

**Moderator:** Annette Mass, Office of Public Utility Counsel  
**Speaker:** Anthony Hawkins, Manager, Energy Delivery Systems, CPS Energy





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**Session Description:** Smart meters provide two valuable benefits that can improve —perhaps change forever — the way energy is consumed worldwide. They make it easier for consumers to become energy providers, thus encouraging them to do so, while also making the people more aware of the energy they use in real-time so they can take immediate steps to reduce waste. Learn how Texas utilities are implementing smart meters.

**10:30 – 11:00 a.m. Networking Break**

**11:00 – 12:00 p.m. Breakout Sessions - Choose one**

**Federal Policy and Incentive Update: “Doing Business with the Government & Rebates”**

**Moderator:** Lisa Mutchler, Economic Development Director, TEEEX  
**Speaker:** Kevin Myles, Sustainability Officer, U.S. General Services Administration  
Dr. Dave Norris, Director, The Enterprise Center, Louisiana Tech University

**Session Description:** The U.S. General Services Administration (GSA) is striving to reduce its impact on the natural environment and use its government-wide influence to reduce the environmental impact of the federal government. Find out how to make your community or business more competitive for federal dollars

**Alternative Fuels “Emerging Trends in Personal Vehicles”**

**Moderator:** Soll Sussman, Texas General Land Office  
**Speaker:** Kurt Stogdill, Emerging Transportation Technologies Program, Austin Energy

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**Session Description:** Sustainable technology is changing the way we move. Learn how technology is impacting the future of alternative fuel sources and personal vehicles.

**“How Utilities Provide Renewable Energy and Sustainable Building Practices to Their Customers”**

**Moderator:** Annette Mass, Office of Public Utility Counsel  
**Speakers:** Cheryl Dobos, Bluebonnett Electric COOP  
Allen Wood, Solar Thermal Program Manager, Bryan Texas Utilities

**Session Description:** Utility companies recognize the importance of renewable energy and sustainable building practices. Learn how utility companies are promoting sustainable practices by providing customers rebates, loans, smart meters, weatherization programs, etc.

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## DETAILED AGENDA

**12:00 – 1:30 p.m. Growing Green Awards Luncheon**  
Bergstrom Ballroom

**1:30 – 2:30 p.m. General Session**

Honorable Steve Ogden, Texas Senate, District 5  
Bergstrom Ballroom

**2:30 – 3:00 p.m. Networking Break**

**3:00 – 4:00 p.m. Breakout Sessions - Choose one**

### “Dollars for Green Agriculture and Entrepreneurship”

**Moderator:** Billy Curb, USDA, TX Commercial Cooperative & Renewable Energy Specialist

**Speaker:** Gary McKibben, Red Caboose Winery

**Session Description:** Interested in implementing sustainable agriculture practices or starting a green business? Learn about the USDA Rural Energy for America Program (REAP) and how Growing Green award winner, Red Caboose Winery, has implemented multiple sustainable practices using REAP funding.

### Small & Big Wind: “What Opportunities are Right for You?”

**Moderator:** Greg Wortham, V&A Energy

**Speakers:** Jim Brannen, Market Development Manager, Southwest Windpower  
Spivey Paup, E.On, North America

**Session Description:** Texas is ranked first in the US for installed wind power. There are many options to harness this resource with both small and large wind applications. Find out more about your wind energy options and what is right for you.





## DETAILED AGENDA

### “Utilities Taking the LEED with Sustainable Facility Building Practices”

**Moderator:** Annette Mass, Office of Public Utility Counsel

**Speakers:** U@e } as ^ ^ E • a A, ^! \* ^

**Session Description:** Texas utilities realize the value in sustainable building practices and have implemented technologies that make economic sense at their facilities. Learn about the projects your peers have implemented to be more sustainable and save money.

4:00 – 4:30 p.m.

**Networking Break**

4:30 – 5:30 p.m.

**Breakout Sessions - Choose one**

#### **SBA 504 Loan Panel**

**Moderator:** Judy Loden, Vice President & Portfolio Manager, Greater Texas Capital Corp.

**Speaker:** Tony Liou, Principal Engineer, President, Partner Energy

**Session Description:** The SBA 504 loan program is a long-term financing tool, designed to encourage economic development within a community. The 504 Program accomplishes this by providing small businesses with long-term, fixed-rate financing to acquire major fixed assets for expansion or modernization. Learn how renewable energy and sustainable building practices can increase the amount of your 504 loan.

#### **Geothermal for Energy Conservation and Production**

**Moderator:** Soll Sussman, Texas General Land Office

**Speakers:** Gary McKibben, Geothermal for Facilities  
Loy Sneary, President/CEO, Gulf Cost Green Energy

**Session Description:** Geothermal electricity is homegrown, clean, reliable, and cost effective. - no fossil fuels are burned, availability is 95% or higher and the current cost of geothermal electricity ranges from \$0.05 to \$0.10 per kilowatt-hour, and technology improvements are steadily lowering that range. Applications range from home use to football fields to utility providers. Learn how geothermal energy is being utilized in Texas.







## DETAILED AGENDA

### From Street Lights to Roof Tops: “Solar Applications for Rural Places”

**Moderator:** Caleb W. Holt, Product Development Center Coordinator, TEEX

**Speakers:** Ralph Parrot, Jr., Founder and V.P. of Business Development  
Alternative Power Solutions

Andee Chamberlain, Energy Specialist, Texas Parks & Wildlife Department

**Session Description:** Through green building, energy efficiency, and renewable energy projects, Texas is finding ways to reduce both utility bills and emissions. Learn about installed solar projects and their impacts.

### Higher Education

**Moderator:** Mark Ellison, Assistant Director, Corporate & Government Affairs,  
Texas A&M Energy Institute

**Speakers:** Dr. Tina Marie Cade, Texas State University  
Hector Aguilar, Austin Community College

**Session Description:** Whether technology training, a bachelor’s or PhD, Texas colleges and universities are taking the lead on education today’s workforce on sustainable technologies. Learn about programs in sustainable and renewable energy technologies offered by Texas community colleges and universities.

10:30 – 11:00 a.m. **Networking Break**

11:00 – 12:00 a.m. **Breakout Sessions**

### Water Conservation Practices

**Moderator:** Dana Macomb, Texas Commission on Environmental Quality

**Speakers:** Steven Vargas, Lower Colorado River Authority  
Brent Clayton, Texas AgriLife Extension Service

**Session Description:**

### Fleet Efficiency: “Emerging Trends in Fleet Vehicles”

**Moderator:** Soll Sussman, Texas General Land Office

**Speaker:** John Roberts, Vice President Managing Director, Bi-Phase Technologies  
Stephen Padilla, General Motors  
Henry Robinson, Schwan's Home Services

**Session Description:** Alternative fuels are not only for personal vehicles but can have a substantial impact on your fleet. From fortune 500’s to rural ISDs, trends are emerging that lower the cost of operating fleet vehicles. Learn how others have successfully converted their fleet to alternative fuel vehicles.





## “Green Job Certifications and How to Pay for Them”

**Moderator:** Mark Ellison, Assistant Director, Corporate & Government Affairs, Texas A&M Energy Institute

**Speakers:** Bill Stansbury, Texas Engineering Extension Service  
Craig Bushon, Green Zone Resource Center  
David Densford, Vantem Panels

**Session Description:** Looking for a career change or looking to diversity your business offerings? Green jobs certification programs are available to help you enter the green workforce. Learn how green jobs certification can increase your job or business opportunities.

**12:00 – 1:30 p.m.      Networking Lunch – CEU Certificates**

### General Session

## “Successful Case Studies of Implementing Renewable Energy and Sustainable Building Practices”

**Speakers:** Larry Zin, Mission Verde Center  
Horace Allison, Chief Development Officer, Harris County Housing Authority  
Bert Haskell, Technology Director, Pecan Street Project

**1:30 p.m.                      End of Conference**





## SPEAKERS AND MODERATORS



### Horace C. Allison

*Chief Development Officer*

*Revelation Architectural & Consulting Services, LLC*

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### Jim Brannen

*Market Development Manager; Southwest Windpower*

**Jim Brannen** has 5 years experience in the Community Wind Market and 25 years experience of providing equipment and services to the Oil & Gas, Power Generation and Water Treatment industries. Jim began working in the renewable industry at Northern Power and is now focused on the community wind industry in Texas. Mr. Brannen has extensive experience developing markets for US manufactured products in international markets, particularly Latin America. He was a Peace Corps Volunteer in Paraguay and is a graduate of Texas A&M University.

"In Texas we have been blessed with natural resources that should, with the right choices allow us to provide energy for generations to come. With the right choices we can begin to look beyond the economic results of the next quarter and the next year and prepare an infrastructure to provide clean, sustainable energy, in various forms. Working together is critical."



### Tina Marie Waliczek Cade

*Professor of Horticulture, Texas State University*

**Dr. Cade** is a Professor of Horticulture at Texas State University. Her areas of interest are human issues in horticulture to gain an understanding of how people benefit from active and passive interactions with nature and green spaces; composting to reduce landfill waste and to develop viable sustainable products for the agriculture/horticulture industries; recruiting and retention for agriculture and horticulture and/or related science areas.



### Karina Cardoza

*Director of Public Affairs  
Hidalgo County*

**Karina Cardoza** is the Director of Public Affairs for the County of Hidalgo, Texas. Karina oversees the intergovernmental, external, and media relations for the County and coordinates the County's community outreach and communication efforts to the public, media, and local, state and federal officials. Karina promotes the County's initiatives and projects, showcasing the happenings in Hidalgo County and sharing up-to-date information to enhance residents'





## SPEAKERS AND MODERATORS

quality of life and participation in government. A graduate of Columbia University, Karina has served in the public arena throughout her professional career and has been employed with Hidalgo County for three years.



### Andee Chamberlain

*Energy Specialist; Texas Parks and Wildlife Department*

**Andee Chamberlain** works as an Energy Specialist for the Texas Parks and Wildlife Department. Since she joined the agency 2 and a half years ago she has been hard at work finding ways to reduce utility consumption and save the agency operations dollars. She secured over \$4 million in grant funds to install solar panels at 18 Parks & Wildlife facilities and upgrade 14 fleet vehicles to hybrid technologies. Recently, she led a team to renegotiate the agency's deregulated utility contracts which will result in several million dollars of utility savings for the agency.

Andee leads the efforts of the TPWD Green Team and represents the agency in various sustainability and utility matters. She has over 10 years of experience working in the private, public and non-profit sectors promoting energy conservation, recycling and environmental sustainability. She is both a certified Project Management Professional and an accredited LEED (Leadership in Energy & Environmental Design) Associate and serves on the Hill Country Conservancy's EPIC Leadership Council. Andee is a native Texan and received both her undergraduate and graduate degrees from the University of North Texas in Denton where she obtained an Interdisciplinary Masters Degree in Environmental Science, Sociology, and Public Administration.

### Brent Clayton

*Extension Program Specialist Texas AgriLife Extension Service*

**Brent Clayton** is an Extension Program Specialist for the Texas AgriLife Extension Service in Corpus Christi, Texas. He helps develop educational materials and programs related to water management and conservation. He recently earned a master's degree in the Water Management and Hydrologic Science from Texas A&M. His research involved the effect of tank color and shading on water temperature in rainwater harvesting systems. Brent received a B.S. in Horticulture from Virginia Tech in 2007.





## SPEAKERS AND MODERATORS

### **Billy Curb**

*Texas Commercial, Cooperative & Renewable Energy Specialist  
USDA, Rural Development*

In 1990, **Billy Curb** was selected as the Texas Commercial Loan Specialist of Rural Development for the U.S. Department of Agriculture. As state specialist, Billy leads the agency's efforts to increase economic opportunity and improve the quality of life for rural Texans. Rural Development fosters growth in homeownership, finances business development and supports the creation of critical community and technology infrastructure.

Billy has dedicated his professional career to working for agricultural and rural interests. He currently serves as the Texas Renewable Energy Coordinator with USDA Rural Development. He has gained familiarity with Texas agriculture cooperatives while serving as a Texas Cooperative Specialist since 1995. For 28 years, he has worked with USDA in various capacities, including the Texas Environmental Coordinator and the Alternative Dispute Resolution Coordinator. During the period of 1986-1990, Curb was County Supervisor for the USDA Farmers Home Administration (FmHA) in Paris, Texas. Prior to that position, he served as Assistant County Supervisor in Mount Pleasant, Texas for FmHA. Before beginning his federal career in 1983 he worked in the housing construction industry.

### **Mark M. Ellison**

*Director of Corporate Relations, Texas Commercial*

**Mark M. Ellison** (TAMU class of 1980) serves as director of corporate relations for the Texas A&M Energy Institute. Ellison is the primary point of contact for industry and private sector members interested in developing collaborative energy research projects with Texas A&M faculty through the Energy Institute. Ellison received his Bachelor of Science degree in agriculture from Texas A&M University. Prior to serving as associate vice chancellor for economic development for the A&M System, Ellison served as director for the Texas Emerging Technology Fund. Ellison has also served as director of the Office of Employer Initiatives for the Texas Workforce Commission.

He has been a partner in a specialty investment banking firm in Dallas, and was assistant commissioner of marketing and agribusiness development for the Texas Department of Agriculture. Ellison also has served as international trade specialist for U.S. Wheat Associates in Washington, D.C. and Casablanca, Morocco. He is a member of the Texas Economic Development Council and the International Economic Development Council. Ellison enjoys cattle ranching in his spare time.





## SPEAKERS AND MODERATORS



**Sue Garcia**  
*KidWind Project*

**Sue Garcia** has been teaching since 1981 in four different school districts. She has taught from 4th grade through high school. The majority of her career has been teaching math (20 years) and science (9 years). Presently, she is teaching 6th grade. She has a Bachelors in education with a minor in math and a masters in Education with an emphasis in Physical Science. Her hobbies include horseback riding, swimming, and scrapbooking.

**Dr. Juan Gomez**  
*Texas Sustainable Research Institute*

**Juan Gomez** is a Research Associate Professor at the Texas Sustainable Energy Research Institute at UTSA. He has a bachelors in Chemical Engineering, a masters and Ph.D. In Environmental Engineering. He is a registered professional engineer in the state of texas. His areas of expertise include: energy-water nexus; water resources planning; water and wastewater treatment; planning and delivery of complex public infrastructure projects; hydraulic modeling and dynamic simulation; cost estimating and cip planning; and project management

Prior to joining the Institute, Dr. Gomez was part of the Global Technology group for a large engineering and consulting firm for over 9 years. He worked in projects throughout the U.S., Puerto Rico, Mexico, Australia, Singapore, and the Middle East.



**Pam Groce**  
*Program Manager; Texas State Energy Conservation Office (SECO)*

**Pam Groce** has been with SECO for 14 years promoting energy efficiency, conservation and sustainability. *"We want our children to have a bright future; still there are times when it's the kids that remind us that we must care for our earth today because tomorrow is for them."*





## SPEAKERS AND MODERATORS

### Rick Halperin

*Cooperate Development Director  
GC Green*

**Eric “Rick” Halperin** is the Cooperate Development Director for GC Green, with over 30 years experience in conservation, sustainability and renewable energy background. He provides executive experience covering a diverse spectrum of skill sets including financial and operational management, strategic planning and business development. Special emphasis in “green” industries and “socially responsible” initiatives – including direct renewable energy project development, cleantech business development, and sustainability initiative project management.



Currently Rick, is also Principle of Advisory 1. For almost eight years Advisory 1 provided financial engineering of algae, solar, wind, fuel cell and various types of renewable energy projects. At Advisory 1, Rick provides cleantech companies with innovative insight, meaningful analysis and actionable strategies with results. Rick, has had other roles such as the Vice President for Sunergy World and Founder and Project Manager for Regional Algae Initiative. At Sunergy he specialized in utility-scale solar, wind, geothermal and bioenergy electric development. He indentified and pursued new financial services, structures, products and facilitated in deal negotiations.

During his time at the Regional Algae Initiative he created awareness, to draw investors, grant-makers, and policy leaders to in the benefits of the region’s growing algae industry development. This developed cross-disciplinary stakeholder group lead by Cleantech San Diego, San Diego Regional Economic Development Corporation, Imperial Valley Economic Development Corporation, and the San Diego Center for Algae Biotechnology.

### Bob Harris

*FAIA, LEED AP; Lake Flato*



**Bob Harris**, FAIA LEED AP has established expertise in combining award winning design and sustainable practices in buildings that respect nature, enhance place, and exhibit the craft of construction. He has more than 20 years of project experience with a focus on environmental issues ranging from land preservation advocacy to sustainable urban design. Bob is the firm’s sustainability leader, was the Founding Director of the USGBC Balcones Chapter and currently serves on the national board of the U.S. Green Building Council. For his leadership in the fields of design and sustainability, Bob was elected to College of Fellows of the American Institute of Architects in 2007.

### Anthony Hawkins

*Director of System Measurement & Technology in Energy Delivery Services  
CPS Energy*



**Anthony Hawkins** joined CPS Energy in 2005 and is the Director of System Measurement & Technology in Energy Delivery Services. Mr. Hawkins leads CPS Energy’s Strategic Advanced Metering Program for its 725K Electric and 325K Gas meters. This program includes the implementation of Advanced Metering





## SPEAKERS AND MODERATORS

Infrastructure (AMI), Meter Data Management (MDM) System, and the strategic changes and benefits associated with them.

Mr. Hawkins currently serves as the Chairman of the Meter and Service Committee for the Association of Edison Illuminating Companies (AEIC). He is a member of Utilimetrics (formerly AMRA) and the Southwest Electrical Metering Association (SWEMA). He has a bachelor's degree from Texas A&M University in Electrical Engineering Technology.

### **Lesla Hill**

*Division Director, Knowledge Engineering, TEEEX*



**Lesla Hill** has served as Division Director for the Knowledge Engineering Division since January 2008, after serving as the division's interim director for one year. Prior to that she was a program director in the Technology & Economic Development Division of TEEEX where she established the Knowledge Engineering Center (KEC) IT program and has served as the director of that program since its Board of Regents approval in 1998. KEC offers services and products including instructional design, eLearning development and custom software applications to support training for university system agencies, state agencies and private companies.

Hill also was instrumental in launching TEEEX's rural economic development program, Technical Assistance for Regional Growth in Economic Development (TARGET) program and the website HYPERLINK "<http://www.ED-Central.com>" [www.ED-Central.com](http://www.ED-Central.com) to reach out to rural communities across Texas with economic development best practices for rural areas which served as the launching pad for the success of the Economic Development program in the division today.

### **Caleb Holt**

*Product Development Center Coordinator, TEEEX*



**Caleb Holt** is TEEEX's lead market intelligence investigator who conducts competitive analysis customized for each customer and monitors markets, competitors, policy and industry changes specifically in biotechnology,





## SPEAKERS AND MODERATORS

nanotechnology, pharmaceuticals, renewable energy and several sectors of agribusiness. Caleb has conducted research and has going relationships with clients including: BASF, Energizer, Novus International, IC2 and the Hungarian Technology Group. Caleb also serves as TEEEX Product Development Center’s market intelligence lead, helping clients big, small, American, international, private or public identify the competitive landscape for new products, new applications and optimization of existing technology.

Caleb holds a Masters in Agribusiness and Bachelors in Animal Science both from Texas A&M University in 2009 and 2007 respectively. Caleb is TEEEX’s Market Intelligence Project Coordinator. His knowledge and proven process of analysis and benchmarking has allowed him to work closely with TEEEX Economic Development program to provide insight to community development plans and business recruitment strategies.



### Tony Liou

*Principal Engineering President, Partner Energy*

Mr. **Tony Liou** is responsible for all operations and sales for Partner Energy. Mr. Liou began his career as an Aerospace Engineer with Northrop Grumman. He then worked for Siemens Building Technologies where he was responsible for customer acquisitions, engineering design and estimating for building automation and controls, fire-life safety and security systems. Mr. Liou is the principal engineer at Partner Energy and oversees all energy audits, benchmarking, energy models and energy consulting services. Through his career, he has managed hundreds of projects nationwide, totaling over 100,000,000 square feet.

In 2007, Mr. Liou developed a training program to train lenders, borrowers, brokers and Certified Development Companies across the nation how to use the SBA 504 Energy Loan Program, a program created to encourage job creation, energy efficiency, and real estate lending. Partner Energy has executed over 100 energy studies to help borrowers qualify for additional loan proceeds by meeting the public policy goals of the SBA 504 Energy Loan Program. Mr. Liou led the engineering team that helped over a dozen New Jersey and Los Angeles low-income multi-family owners secure capital for energy efficiency projects. Partner Energy engineers conducted investment grade energy audits to identify accretive energy efficiency projects. The New Jersey program followed the NJ HMFA Weatherization Assistance Program protocol and the Los Angeles program followed the Los Angeles Affordable Multifamily Retrofit Initiative Audit protocol. Approximately \$13 million in project financing was secured.



### Judy Loden

*Vice President and Portfolio Manager; Greater Texas Capital Corporation*

**Judy Loden** serves as Vice President and Portfolio Manager for Greater Texas Capital Corporation and has a longstanding record of success in small business development. Judy was the 2008 Financial Services Champion of the Year for SBA’s Dallas/Fort Worth District Office after securing over \$100 million in loans, helping to create and retain over 2,800 jobs in a five county rural area within five years. From 1987 to June 2007, Judy was the director of the Small Business Development Center for Trinity Valley Community College and received the association’s state star award in 2005. She co-founded the first biotech manufacturing incubator in the United States. In the late 1990s, she served as an Economic Development Specialist for a Public Administration Program for the Eastern European country of Macedonia under the US Agency for International Development.



Judy holds a Masters in Industrial Technology/Business from the University of



## SPEAKERS AND MODERATORS

Texas at Tyler. She is also certified as a Fas Trac Instructor by the Kaufman Center for Entrepreneurial Leadership and as a Nex Level Instructor by the University of Colorado. Additionally, she serves on the economic development advisory board of the Texas Engineering Extension Service, a member of the Texas A&M University System.



### Jane Baxter Lynn

*USGBC Central Texas-Balcones Chapter  
Executive Director*

**Jane Baxter Lynn** brings more than twenty years of leadership experience to the chapter, having worked in senior positions for Fortune 500 companies, industry associations, quasi-government organizations, and most recently as a strategic business consultant at her own JBL Strategies. Jane has worked with a major construction and engineering company in South Africa, worked on building sites in Europe, has a father who was a civil and structural engineer, worked on green management processes (technology and otherwise) for the hospitality industry, and has just completed building a 5 star green rated home in downtown Austin.

Jane has a Bachelor of Social Science from the University of Natal, a Public Relations Diploma, Natal Technikon (First Class pass), and WSET Advanced Certificate from International Wine Center, New York. Her volunteer service includes the Association for Women in Communications National Board; co-chair of the Clarion Awards Committee, Advisory Board member for the Wine & Food Foundation of Texas, Chair of the AWC Austin Chapter's annual Banner Brunch Silent Auction Committee 2009, Austin Children Shelter's Marketing Advisory Committee and ACS Guild volunteer. She has been advisor to the WA State Auburn Symphony Orchestra for business development, marketing and communications, and national advisor and East End coordinator for Canine Companions for Independence.



### Annette Mass

*Assistant Public Counsel  
Office of Public Utility Counsel*

**Annette Mass** has been with the Office of Public Utility Counsel (OPUC) since July 2008. OPUC is a Texas state agency created by the Legislature to represent the interests of residential and small commercial customers





## SPEAKERS AND MODERATORS

in electric and telephone matters before the Public Utility Commission and other regulatory entities. Since joining OPUC Annette's focus has been on energy efficiency and retail electric issues.

Prior to joining OPUC, Annette worked in the legal division of the Public Utility Commission and as Manager of Regulatory Affairs at Gexa Energy. Annette earned her law degree from South Texas College of Law in Houston and her B.A. in Environmental Policy from the University of Kansas.

### Gary McKibben, AIA

*Principal and Project Architect*



**Gary McKibben**, Principal of Johnson/McKibben Architects, Inc., located in Dallas, TX has extensive experience in all aspects of the practice of architecture and related fields. Since the early 1970s, Mr. McKibben has been practicing sustainable environmental design. His clients throughout the United States include institutional, healthcare, education, housing, industrial, retail, and recently sustainable winery designs in Texas. Several of Mr. McKibben's projects have received Design Awards and have been published. His most recent design accomplishment is the Skylink People Mover Stations at DFW airport.

Red Caboose Winery in Meridian, Texas is an example of his sustainable architecture. This winery has been recognized as one of the most sustainable wineries in Texas. The design incorporates photo voltaics, geothermal, rainwater collection, and recycling.

Mr. McKibben is a registered architect and Interior Designer in the State of Texas and many other states. He graduated with a Bachelor of Architecture from California Polytechnic State University in 1971. He is a member of the American Institute of Architects, the Texas Society of Architects, CSI, and works closely with USGBC and LEED.

### Stephen Murchison

*Grant Development Team Leader*

*Texas Commission on Environmental Quality*



**Stephen Murchison** works at the Texas Commission on Environmental Quality (TCEQ) in the Air Quality Division. He is currently the Team Leader for the Grant Development Team for the Texas Emissions Reduction Plan (TERP) program. Mr. Murchison graduated from the University of Texas with a Bachelor of Science degree in Biology and has been with the TCEQ since 2006.

### Lisa Mutchler

*Program Manager, Economic Development/Market Intelligence*

*Knowledge Engineering - TEEX*



Lisa has worked with community leaders and organizations in various capacities during her social service and management career. Currently, Lisa works closely with communities, economic development organizations and industry clients to provide technical assistance for economic growth. She has fifteen years experience in project management, and ten years experience in economic, workforce, and business development.





## SPEAKERS AND MODERATORS

Prior to joining TEEEX, Lisa was employed as a program manager with the Texas Health and Human Services Commission where she oversaw operations in an 11 county area of 121 employees. Lisa's experience includes new employee training development, personnel, facilitation, and fraud prevention.

### Kevin Myles

*U.S. General Services*



**Kevin Myles** joined the U.S. General Services Administration's Public Building Service in 1999. He is a College of Denver graduate, and has his law degree from the University of Tulsa. He practiced litigation, energy, natural resources, oil and gas and environmental law in Denver, Colorado for many years before joining the GSA in Fort Worth.

The GSA is sometimes called "the Government's Landlord." Created in 1949 the Agency is the central procurement and business arm of the Federal Government. GSA R7 encompasses the five states of Arkansas, Louisiana, New Mexico, Oklahoma and Texas. GSA R& constructs, manages, operates, and leases some 1,350 federally owned and leased buildings. GSA supports the mission of other Federal agencies. GSA's mission is to use its expertise to provide innovative solutions for its customers, and foster an effective sustainable and transparent government for the American people.

### Andrea Nocito

*Founder and Principal Consultant, EcoStrategies*



EcoStrategies is a sustainability planning and implementation eco-boutique in San Antonio, dedicated to practicing and promoting environmental preservation by creating opportunities for sustainable business and residential operations.

As an environmental specialist, **Andrea Nocito** developed environmental impact reports helping government and public agencies, development projects, and businesses identify negative environmental affects as the result of projects and daily business operations. Additionally, she educates the public, businesses and employees on "going green" and reducing environmental affects. Andrea has lectured at the University of Texas system and the Alamo Community Colleges District on sustainability and renewable





## SPEAKERS AND MODERATORS

energy opportunities across Texas.

Andrea joined the Institute for Economic Development in May 2011 to assist in delivering sustainability expertise and lead the Energy Saving Solutions program.

### Dave Norris, PhD

*Executive Director, Louisiana Tech Enterprise Center*

**Dave Norris** manages the Center’s two technology business incubators and coordinates the Enterprise Center’s network of support services, business partners, investors, and mentors. He is also the Director of the LA\_i6 Proof of Concept Center at Tech. He works in all aspects of the University’s technology commercialization, business development, and community partnership activities. Through the Enterprise Center he also supports the development of the arts economy with the Enterprise Center Art Gallery and numerous other programs. He serves on several statewide boards including the Louisiana Business Incubator Association and the Louisiana Occupational Forecasting Conference.

Dr. Norris was previously on the Economics faculty at Northeastern University in Boston (2000-2002) and served in the Office of the Chief Economist at the U.S. Department of Health and Human Services (1998-2000). He received his undergraduate degree from Louisiana Tech University and his master’s and Ph.D in Economics from the University of Texas at Austin. Before moving to Washington, D.C. he was a research associate at the Ray Marshall Center for Public Policy in Austin (1996-1998).

### Ralph Parrott, Jr.

*Founder & Vice President of Business Development, APS Solar*



**Ralph Parrot, Jr.** brings over 16 years of construction management, mechanical systems design, and business development experience to APS. His most recent leadership experience includes serving as the North & South America Director of Business Development for TDW offshore services, and Director of Sales and marketing for various other oil and gas related products and services companies in the Houston market.

Ralph currently serves as President of The Houston Renewable Energy Group (HREG), on the Board of Directors for Green Door Inc., and the Steering Committee for Green Team America. Ralph holds a B.S. degree from Purdue University in Construction Engineering and Management.

### Spivey Paup

*Assistant Development Manager, E.On, North America*



**Spivey Paup** has worked for E.ON Climate & Renewables since 2008. He has performed wind project development work in eight states, including the recently-commissioned Papalote Creek II Wind Farm in San Patricio County, TX. Prior his career in renewable energy, he spent five years as a policy advisor in the U.S. House of Representatives. A Texas native, Spivey earned a BA in International Studies from Texas A&M University and an MBA from the University of Texas at Austin.





## SPEAKERS AND MODERATORS

### Elizabeth Perez

*President and Founder GC Green*



**Elizabeth “Liz” Perez** is the President and founder of GC Green, a 9/11 service disabled veteran owned Green Build General Contracting and Consulting Firm. GC Green is involved in an effort to broaden the outreach and impact of the green economy. They have established a specialized program called Green Culture Generation that allows GCG to actively participate in a growing network of education, training, apprenticeship, and project placement opportunities in energy efficiency and HYPERLINK “<http://www.gcgreen.com/>” alternative energy systems for Veterans and displaced workers in California.

Prior to starting GCG, Liz was in the green build and engineering industry for six years in San Diego, California. For over eight years, Liz also served in the United States Navy as an Aviation Logistics Specialist. During her time in the Navy she did 13 deployments and recognized that saving energy meant saving lives on the battle field. From this experience, she developed GC Green to identify change at the home front by developing systems designed to be more energy efficient, productive and put Veterans to work. She received an honorable discharge as a 9/11 service disabled Wounded Warrior veteran.

Additionally, Liz is a member of the North Fork Mono Indian tribe located in California and is proud of her Native American culture. In 2010, she collaborated with the Southern California Tribal Chairmen’s Association on an energy efficiency grant which was recently awarded to 10 tribes in California. Mrs. Perez is a candidate for the Indian Energy Commission for the National Indian Gaming Commission (NIGA) for the Western Region of the United States.

She serves on the Cleantech EDGE and US Green Chamber San Diego advisory boards. In August 2011, she recently completed the Entrepreneur for Veterans Bootcamp at Texas A&M. November 2011, her fellowship with Mission Continues will begin. Her six month fellowship, with Mission Continues will expand efforts to provide outreach, training and job placement for Veterans in the green industry.

Ms. Perez has a degree in Professional Aeronautics from Embry-Riddle University with a Minor in Logistics, Business & Safety Management.





## SPEAKERS AND MODERATORS

### John Roberts

*Vice President Managing Director, Bi-Phase Technologies*



Bi-Phase Technologies, a subsidiary of Schwan's Home Service, Inc. Bi-Phase Technologies produces conversion systems that allow gas engines to operate on propane. Bi-Phase Technologies has been in business over 10 years and has produced over 10,000 conversions systems. Bi-Phase systems are both EPA and CARB certified.

**John Roberts** has over 30 years experience with The Schwan Food Company. John has had the opportunity to experience many aspects of the company in several different locations. Major areas include food safety and quality, home service sales and his current position at Bi-Phase. John has a BA from Madison University and an MBA from Norwich University. John is currently the Board Chair for the North Central Blood Services Region of the American Red Cross.

### Carlton Schwab

*Texas Economic Development Council*



**Carlton Schwab** has been president/CEO of the Texas Economic Development Council (TEDC) since Feb. 1, 1999. Prior to his tenure at the TEDC, Schwab was director of development at the LBJ School of Public Affairs at the University of Texas at Austin. Schwab also spent time working in economic development at the local level as vice president of the Lubbock Board of City Development.

Schwab holds a master's degree from the LBJ School of Public Affairs at the University of Texas at Austin, and a bachelor's degree from Austin College in Sherman, Texas.

### Rick Sebenoler

*Program Officer, USDC - Economic Development Administration*



**Rick Sebenoler** is a former US Army Infantry Officer, educated at the University of Georgia, Texas A&M University and the University of Oklahoma's Economic Development Institute. He is certified as a LEED (Leadership in Energy and Environmental Design) professional by the US Green Building Council and has been with the Economic Development Administration since 1990.

### Loy Sneary

*President/CEO; Gulf Coast Green Energy*



**Loy Sneary** joined Gulf Coast Green Energy (GCGE) to head up the company in December, 2007. He is also founder of Sagomi, a business development consulting firm. He was a founding partner of Innovative Capital Resources, a capital acquisition firm. Loy has been a successful businessman, consultant, County Judge, and rancher in South East Texas. He has spent much of his career at the intersection of industry and government, promoting economic growth and improving the dialogue between business, and government at the state and national levels.





## SPEAKERS AND MODERATORS

He has held a Presidential Cabinet level foreign trade policy advisory position. At the urging of friends and supporters, he has twice run for the U.S. Congress, which allowed him to build a network of community, government, and industry leaders from Texas to Washington D.C. He is the founder of Matagorda County Economic Development Corporation, and organized the Coalition of County Judges which promoted economic diversity and development as well as championing the cause of its 20 member counties in Austin and Washington D.C. He has started several successful businesses and has provided business consulting to a wide array of businesses.

Loy has spent much of his career at the intersection of industry and government, promoting economic development and improving the dialogue between community groups, business organizations, and government. Loy is a graduate of Texas A&M University, and served his country as a United States Naval Officer for six years.



### Bill Stansbury

*Training Director, Utilities and Alternative Energy  
TEEX Infrastructure Training & Safety Institute*

**Bill Stansbury** is the utilities training director for the Infrastructure Training & Safety Institute at the Texas Engineering Extension Service. He is responsible for training programs encompassing electric power, telecommunications, heavy equipment, code enforcement, and Heating, Ventilation and Air Conditioning (HVAC).

Stansbury has over twenty years of experience in training delivery, development, management and leadership.

### Kurt Stogdill

*Emerging Transportation Technologies Program, Austin Energy*

Mr. Stogdill currently works for Austin Energy within the Distributed Energy Services Group, with a focus on emerging distributed energy technologies including electric vehicles and other customer side of the meter solutions in his role as Program Manager for Innovation and Opportunity Development. Areas of particular interest include beta-testing and developing a business case for these emerging technologies within the electric utility industry as well as supporting other activities fostering their path to commercialization.





## SPEAKERS AND MODERATORS

He is also the principal investigator for the Texas River Cities initiative, a DOE grant funded regional planning project looking to develop a plan for plug-in electric vehicle infrastructure for a the region stretching from San Antonio to Georgetown, Texas. Mr. Stogdills educational background includes a Bachelors degree in Economics and a Master of Science in Science and Technology Commercialization, both from the University of Texas at Austin.

### Soll Sussman

*Renewable Program Energy Specialist  
Texas General Land Office*

**Soll Sussman** coordinates the division's Texas-Mexico border cooperation and alternative fuels programs. The border energy program has organized the annual US-Mexico Border Energy Forum since 1994.

Texas' wealth of energy resources gives us the opportunity to make sensible choices for the future that find common ground for economic development and environmental protection.

### Dub Taylor

*Director  
State Energy Conservation Office  
Texas Comptroller of Public Accounts*

**Dub Taylor** is the Director of the State Energy Conservation Office (SECO), which is operated by the Texas Comptroller of Public Accounts. Under his direction, SECO helps the state make the most of domestic energy, reduce state and local government energy costs and promote cost-effective clean energy technologies. SECO's mission is to maximize energy efficiency while protecting the environment.

Prior to joining SECO in 1999, Taylor's public sector experience includes six years with the Texas Railroad Commission's Alternative Fuels Research and Education Division. Taylor's private sector experience was focused in commercial real estate, property appraisal and property tax consulting. A native of Dallas and graduate of the University of Texas at Austin, Taylor resides in Austin with his wife, two children and two dogs. Taylor currently serves on, and is actively involved in a number of energy efficiency and clean energy-focused national, state and local organizations.

### Steven Vargas

*Water Conservation Engineer  
Lower Colorado River Authority*

**Steven Vargas** is a Water Conservation Engineer for the Lower Colorado River Authority. He has over 15 years experience working within the water industry. He is currently actively involved in promoting water conservation efforts for the commercial, industrial, and institutional (CII) sector. He also works with municipalities to identify water loss areas within their water distribution systems and offers his assistance to mitigate those losses. He offers water evaluations and audits for the CII end users within the LCRA water service area and identifies the processes and equipment within those facilities that could benefit from increased efficiencies.

A native of Waco, Steven obtained his undergraduate degree in Engineering from Baylor University and his Masters in Engineering from University of Texas at Austin. He is the proud father of two sons and is involved in several local water conservation organizations.





## SPEAKERS AND MODERATORS



### Allen Wood

*Bryan Texas Utilities, Key Account Manager*

**Allen Wood** has been with Bryan Texas Utilities since 2005. He manages over 65 Key Accounts, ranging from large data centers to poultry farms. He also manages the Solar PV and Solar Thermal rebate programs for BTU.

Allen grew up in rural north central Texas living on a small farm. Allen's parents also owned a business that worked in the Oil and Gas industry. These two backgrounds have served him well in his current position. Allen worked for years as a home builder and in the commercial construction field. The experiences have proven most valuable in his current role as a Key Account Manager. The key to connecting with customers is finding some common ground, and this diverse background has allowed him to flourish as a Key Account Manager at Bryan Texas Utilities.



### Greg Wortham

*Mayor; Sweetwater, Texas*

**Greg Wortham** is Executive Director of the Great Plains Energy Alliance, the Southwest Energy Coalition, and the Texas Wind Energy Clearinghouse. He is President of New Amsterdam Wind Source LLC, a renewable energy consulting firm. In May 2007, Greg was elected Mayor of Sweetwater, Texas – the Wind Energy Capital of the Americas and America's Energy Solutions Center.

Greg's experience includes almost 30 years in energy business, rural development, legislative action, public relations, and energy & environmental policy. A 1979 graduate of Sweetwater High School, he has worked for the region as a staff member at the City of Sweetwater, Texas House of Representatives, Texas Senate, and U.S. Congress.

Wortham earned his B.A. from Rice University magna cum laude with a double major in political science (honors) and policy studies (energy & environmental policy). He earned his J.D. (with honors) from The School of Law at The University of Texas in 1990, graduating simultaneously with a Masters of Public Affairs from the Lyndon B. Johnson School of Public Affairs at The University of Texas.





## NOTES



### Larry Zinn

*Mission Verde Center*

Formerly the Chief of Staff to San Antonio Mayor Phil Hardberger, **Larry Zinn's** work included Mission Verde, the City's economic sustainability plan, for which he was the primary author.

Zinn is currently Chairman of Mayor Castro's Green Jobs Leadership Council, a task force of community stakeholders appointed by the Mayor dedicated to creating a green economy for San Antonio. Zinn is also a Board Member of the Balcones Chapter of the U.S. Green Building Council and an Advisory Board Member to the San Antonio Clean Technology Forum and to Global Urban Development, an international non-profit dedicated to sustainable urban development.

Zinn was the winner of the 2010 San Antonio Business Journal's Green Pioneer Award for his work on Mission Verde, the Green Jobs Leadership Council, and other sustainability projects in San Antonio.





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