

**DAY 1: SUNDAY // JANUARY 23, 2011**  
**VERDEXCHANGE GREEN MARKETMAKER'S CONFERENCE**  
**Pre Conference Executive Sessions (Open to All Speakers/Executive Registrants)**  
**& Afternoon Invitational Networking Receptions**  
**Los Angeles Marriott Downtown (333 South Figueroa Street, Los Angeles)**

**10:00 AM VX2011 Executive Registration Opens**

**11:00 AM WELCOME (GRANDE FOYER)**  
**Sunday Pre-Conference Executive Sessions**  
 David Abel/ Bill Allen and Congresswoman Judy Chu

**11:15 AM #S1: EXECUTIVE WORKING LUNCHEON SESSION**  
**Clean & Green Tech China/California /North American**  
**Investment/Partnership Opportunities (CONCOURSE D)**  
*BY INVITATION*  
 Moderator: Alan Chu  
 Panelists: Manatt's Julian Gresser; SCE's Les Starck; ZAP's Steve Schneider; California Assembly Speaker Emeritus Robert Hertzberg; H&K's Hope Boonshaft; LAEDC's Bill Allen

**#S2: EXECUTIVE SESSION**  
**Global Eco Cities and Communities (BALLROOM B)**  
 Moderator: Gail Goldberg  
 Panelists: Alistair MacGregor (AECOM); Dean Ma, USC School of Architecture); Bernie Kotler, California IBEW/NECA Director of Green Building Solutions; Larry Eisenberg (LACCD); John Withers\*, Irvine Ranch Water District Board

**12:05 PM #S3: EXECUTIVE WORKING LUNCHEON SESSION**  
**Green Economy Regional Economic Development/Adaptation Strategies: US/Canada/**  
**Berlin/Brazil (Hosted and by Invitation to Executive Registrants) (BALLROOM B)**  
 Moderator: Bill Allen  
 Panelists: Jim Wunderman; Toronto's Tom Rand; Brazil's Mario Marconini; Chantal Ramsay (Commercial Counselor, Ontario Canada's Mexico City Embassy)

**1:15 PM Break**

**1:25 PM #S4: EXECUTIVE SESSION**  
**Powering Alternative**  
**Fueled Vehicles (CAUCUS E)**  
 Moderator: Wayne Gears  
 Panelists: SDG&E's Alex Kim; Kodi-s' Dr. Jung Taek; ZAP CEO Steven Schneider

**#S5: EXECUTIVE SESSION**  
**Feed-in Tariffs**  
**and/or Renewable**  
**Portfolio Standards:**  
**Ontario/California/Europe**  
**(BALLROOM B)**  
 Moderator: Jeremy Davies  
 Panelists: Paul Gipe; Lorraine Plaskett (LADWP); Gert Gremes (Technospot)

**#S6: EXECUTIVE SESSION**  
**Water Conservation/Waste**  
**Technologies (CONCOURSE C)**  
 Moderator: Lillian Kawasaki, SoCal Water Replenishment District Board  
 Panelists: IEUA's Martha Davis; MWD's Jeff Kightlinger; AECOM; RAND's Robert Lempert\*; John Withers, Irvine Ranch Water District Board

**Break for Sunday Afternoon BY INVITATION**

**3:00 PM VX2011 INVITATIONAL CANADIAN CONSUL GENERAL RECEPTION AND PANEL**  
**Stimulating the Transition to a Job Creating / Carbonless Economy**  
 CANADIAN CONSUL GENERAL'S LOS ANGELES RESIDENCE: OFF-SITE

**4:30 PM VX2011 INVITATIONAL JAPANESE CONSUL GENERAL RECEPTION AND PANEL**  
**Technology Solutions for the Environment**  
 JAPAN CONSUL GENERAL'S LOS ANGELES RESIDENCE: OFF-SITE

**EVENING SPONSORED HOSTED DINNERS\***

\* VX2011 Will be hosted at the LA Marriott Downtown Sunday afternoon and all day Monday Jan 23-24th

\* On Tuesday, Jan 25th, the VX2011 program moves to the campus of USC and the Davidson Conference Center (3415 S Figueroa St, Los Angeles, CA 90089)

\* Wednesday evening, Jan 25th, attendees of VX2011 are invited to register as guests of the UCLA/Institute of the Environment for the Oppenheim Lecture by Yvon Chouinard, Patagonia's Founder. Space is limited. To register go to: <https://eventsrsvp.ucla.edu/oppenheim>

**DAY 2: MONDAY // JANUARY 24, 2011**  
**VERDEXCHANGE GREEN MARKETMAKER'S CONFERENCE**  
Los Angeles Marriott Downtown (333 South Figueroa Street, Los Angeles)

<b>6:45 AM</b>	<b>EXECUTIVE EARLY MORNING SESSION (CONCOURSE C)</b> <b>#1M.A: State &amp; Local Government Initiatives to Drive the Green Marketplace Assessed</b> <i>Moderator:</i> Woody Clark <i>Panelists:</i> Panama Bartholomy, CEC; City of Huntington Beach's Aaron Klemm; Lee Wallach, CAC				
<b>7:45 AM</b>	<b>Welcome: David Abel, VerdeXchange Bill Allen, LAEDC</b>				
<b>8:00 AM</b>	<b>MORNING PLENARY #MP1 (BALLROOM A)</b> <b>Post Election Mega Trends - US &amp; California Renewable Policy: "Is California Still The World's Clean and Green Tech Portal to Reach the US &amp; North American Marketplace?"</b> <i>Moderator:</i> Bill Allen <i>Remarks:</i> Austin Beutner; Chris Cox; Robert Hertzberg; NRDC's Felicia Marcus; Peter Beattie (former Queensland, Australian's Premier & Trade Representative)				
<b>9:15 AM</b>	<b>MORNING SESSION #M1</b> <b>Innovative Technologies &amp; City Infrastructure Investments Necessary to Roll-Out Alternative Powered Vehicles in 2011 (CONCOURSE C)</b> <i>Moderator:</i> Terry O'Day, Santa Monica City Council <i>Panelists:</i> SDG&E's Alex Kim; AeroVironment's Michael Bissonette; Better Places' Vandana Bali; Kodi-s' Dr. Jung Taek	<b>MORNING SESSION #M2A</b> <b>Transmission, Grid Integration of Renewable Power, and Industrial Batteries (CONCOURSE E)</b> <i>Moderator:</i> CEERT's John White <i>Panelists:</i> SCE's Mike Montoya; AECOM's Shawn Kelly; NRDC; Japan's Osamu Onodera	<b>MORNING SESSION #M2B</b> <b>Green Jobs &amp; Economic Development (CONCOURSE D)</b> <i>Moderator:</i> Green for All's Cecilia Estolano <i>Panelists:</i> United Streetcar's Chandra Brown; Clean Tech San Diego's Lisa Bicker; Jim Watson, California Manufacturing Technology Consulting; Bryce Goodman, Founder of BioMine	<b>MORNING SESSION #M3</b> <b>Strategic Uses of Capital Markets to Support Clean Tech Growth: US/Canada/E.Asia/Latin America (BALLROOM B)</b> <i>Moderator:</i> Manatt's Julian Gresser <i>Panelists:</i> Brazil's Mario Marconini; Toronto's Tom Rand; JBIC's Toyaoki Fujita; WestPark Capital's Rick Rappaport	
<b>10:20 AM</b>	<b>PANEL #M4</b> <b>Cars 2.0: The 2011-2013 Marketplace (CONCOURSE C)</b> <i>Moderator:</i> CARB's James Goldstene <i>Panelists:</i> Zap's CEO Steven Schneider; Nissan LEAF's Keiichi Kitahara; Lotus Engineering's Roberto Velozzi; Coda*	<b>PANEL #M5</b> <b>Accelerating Integration &amp; Deployment of Renewable Energy Technologies: Wind/Solar (BALLROOM B)</b> <i>Moderator:</i> Panama Bartholomy, CA Energy Commission <i>Panelists:</i> Gert Grimes, Technopot Solar; Fred Butler, Petra Solar; Sweden's Östen Ekengren IVL; SCE	<b>PANEL #M6</b> <b>Green Innovation for the Built Environment: Designing &amp; Building Net Zero Emission Buildings/Homes (CONCOURSE D)</b> <i>Moderator:</i> Steve Glenn (Living Homes) <i>Panelists:</i> Tom DiPrima (KB Home); Chip Fox (SDG&E and SoCalGas) Dan Thompsen, The Building Doctors	<b>PANEL #M7</b> <b>Water Systems Technologies for Resource Management (CONCOURSE E)</b> <i>Moderator:</i> Hon. Peter Beattie, Queensland, Australia <i>Panelists:</i> Martha Davis (IEUA); Andy Lipkis; MWD's Jeff Kightlinger; LADWP's Jim Yannotta	<b>EXECUTIVE #EM1</b> <b>How to Make a Clean Tech Deal Pencil Out! Law, Tax &amp; Stimulus (EXECUTIVE)</b> <i>PWC's Alan Chu;</i> <i>Manatt's Julian Gresser</i>
<b>11:15 AM</b>	<b>PANEL #M8</b> <b>Is High Speed Rail On Track in California? (CONCOURSE C)</b> <i>Moderator:</i> Richard Katz (Metro Board) <i>Panelists:</i> Robert Hertzberg; Assembly member Fiona Ma; Paul Merte's*, Mertes Management & Technology (Toronto)	<b>PANEL #M9</b> <b>Green Tech Partnerships between Foreign &amp; Chinese Companies--IP Challenges &amp; Opportunities (BALLROOM B)</b> <i>Moderator:</i> Julian Gresser (Manatt) <i>Panelists:</i> Zion Bar-El (Ideation Inc); Steven Cui (Jun He Law Offices); Alan Chu (PwC)	<b>PANEL #M10</b> <b>Green Infrastructure: Designing and Financing Greener Infrastructure (CONCOURSE D)</b> <i>Moderator:</i> Jim Wunderman (Bay Area Council) <i>Panelists:</i> AECOM; NRDC; Kevin Maggay*, Technology Advancement Project, Port of Los Angeles	<b>PANEL #M11</b> <b>"One Water" Initiatives to Integrate Conservation Technologies with GHG Emission Reduction (CONCOURSE E)</b> <i>Moderator:</i> Michael Patrick George, Wedbush Securities, Inc <i>Panelists:</i> Adel H. Hagekhalil (LA City Sanitation); NRDC's Noah Garrison; John Robinson, Montgomery Watson	<b>EXECUTIVE #EM2</b> <b>TBD</b>
<b>12:15 PM</b>	<b>PLENARY MP#2</b> <b>Policies to Accelerate Downstream Clean Technology Partnerships with Utilities Question: How do new and mature renewable technologies get introduced into California's Energy Marketplace (BALLROOM A)</b> <i>Moderator:</i> Robert Hertzberg <i>Panelists:</i> CARB's Sandy Berg; Hal Snyder (SDG&E and SoCalGas); SCE's Gene Rodriques; CPUC's Jeanne Clinton				<b>EXECUTIVE #EM3</b> <b>Next Generation Transportation Technology (Fleets, Air Transport, Shipping) EXECUTIVE (12-1:30)</b> <i>Moderator:</i> Paul Mertes (Toronto) <i>Panelists:</i> Calstart's John Boesel; ALTe's CEO John D. Thomas Lotus's Roberto Velozzi; Bill Rouse, Yellow Taxi; Jim Gleich, SuperShuttle Int'l
<b>1:30 PM</b>	<b>PLENARY MP#3</b> <b>AB 32: Sustaining California's Climate Change Leadership Role in North America*: Opportunities, Challenges, and Lessons Learned (BALLROOM A)</b> <i>Moderator:</i> CARB's James Goldstene <i>Panelists:</i> LAWDP's Ron Nichols, SCE's Mike Hertel, PWC's Gavin Chui				<b>EXECUTIVE #EM4</b> <b>Corporate and Investment Fund Sustainability Reporting of economic, environmental and social performance (CONCOURSE E)</b> <i>Moderator:</i> Mike Berg <i>Panelists:</i> ICET's Dr. Yufu Cheng; VGG's Doug Smith; Sean Harrigan, GRI Int'l Board of Directors
<b>2:15 PM</b>	<b>PANEL #M12</b> <b>Low Carbon/Clean Transportation (CONCOURSE C)</b> <i>Moderator:</i> Dario Frommer, Mayer Brown Partner & Chair of CA Transportation Commission; <i>Panelists:</i> LA County Supervisor Zev Yaroslavsky; Bombardier's Gary Hallman; Metro's Paul Taylor	<b>PANEL #M13</b> <b>Climate Finance: Show Me the Money? (CONCOURSE E)</b> <i>Moderator:</i> Allan Emkin, PCA Managing Partner <i>Panelists:</i> Rustic Canyon's John Babcock; Brian Rice, CalSTRS Investment Officer; Jon Naimon, Light Green Advisors	<b>PANEL #M14</b> <b>Retro Planning Cities &amp; Buildings to Meet Climate Change/Energy Efficiency Goals (EXECUTIVE)</b> <i>Moderator:</i> Gail Goldberg <i>Panelists:</i> AECOM's Angelo Esposito, CEC's Panama Bartholomy; Bernie Kotlier (California IBEW/NECA); Regreen's David Duel	<b>PANEL #M15</b> <b>Waste &amp; BioMass to Energy Nexus (CONCOURSE D)</b> <i>Moderator:</i> Coby Skye <i>Panelists:</i> Plagazzi's Torsten Granberg; SoCalGas's Ron Goodman; Stephen Zurn, City of Glendale; John M. Eustermann; Stoel Rives LLP	<b>PANEL #EM5</b> <b>Scaling Distributed Solar, Wind &amp; Geo Thermal Technologies: From Innovation &amp; Pilots to Common Practice (CONCOURSE D)</b> <i>Moderator:</i> David Nahai <i>Panelists:</i> Amonix's Vahan Garboushian; City of Huntington Beach's Aaron Klemm; SCE's Mike Marelli; Eliot Abel, former G24i Sustainability Manager
<b>3:10 PM</b>	<b>PANEL #M16</b> <b>FDI: Trade &amp; Investment Opportunities in Clean and Green Technology (BALLROOM B)</b> <i>Moderator:</i> UKTI's Mike Rosenfeld <i>Panelists:</i> Brazil's Mario Marconini; Sweden's Östen Ekengren IVL, Chantal Ramsey (Ontario, Canada), Torbjorn Millang, Avancee	<b>PANEL #M17</b> <b>Pricing and Trading Carbon (CONCOURSE E)</b> <i>Moderator:</i> Cantor C2o's Josh Margolis <i>Panelists:</i> Pacific Carbon Exchange's Aaron Singer; Gary Gero (Climate Action Reserve); Doug Smith (Village Green Global)	<b>PANEL #M18</b> <b>Green Economy Job Creation (CONCOURSE C)</b> <i>Moderator:</i> Tom Martinez, <i>Panelists:</i> State Sup't Torlakson; Roger Meyer (CEO of Morongo Tribe); Jake Brown (CEO Cubed)	<b>PANEL #M19</b> <b>Water &amp; Energy Nexus (CONCOURSE D)</b> <i>Moderator:</i> Martha Davis, IEUA <i>Panelists:</i> AECOM's Brian Jordan; Toray's Randy Truby; LADWP*; Protean Energy's Sean Moore	<b>EXECUTIVE #EM6</b> <b>Next Generation Bio Fuels (EXECUTIVE)</b> <i>Moderator:</i> Julian Gresser, Manatt; <i>Panelists:</i> Hunt Ramsbottom, CEO, Rentech; Matt Horton*, CEO, Propel Fuels; Riggs Eckelberry*, CEO, OriginOil
<b>4:15 PM</b>	<b>PANEL #M20</b> <b>Clean Tech VC Portfolios Show and Tell: Methane, Water, BioFuels, Storage, Solar (CONCOURSE D)</b> <i>Moderator:</i> Tom Soto (Craton Equity Partners) <i>Panelists:</i> Tom Rand; TBA	<b>PANEL #M21</b> <b>Greening Public Infrastructure: Ports and Airports (BALLROOM B)</b> <i>Moderator:</i> James Hankla <i>Panelists:</i> Cindy Miscikowski (LAPort Commission Pres.); Alastair MacGregor; AECOM; Dan Feger (Burbank Bob Hope Airport's Ex-Director)	<b>PANEL #M22</b> <b>Global Green Presentations by UCLA &amp; HSBC (CONCOURSE C)</b>	<b>EXECUTIVE #EM7</b> <b>California Clean Tech Regional Alliance 1st Statewide Meeting (EXECUTIVE) BY INVITATION</b>	
<b>EVENING</b>	<b>VX2011 Late Afternoon Conference Reception</b> <b>VERDEXCHANGE Monday Evening Executive Dinners BY INVITATION</b>				

**DAY 3: TUESDAY MORNING // JANUARY 25, 2011**  
**VX2011 & UNIVERSITY OF SOUTHERN CALIFORNIA SPPD AND ARCHITECTURE**  
 University of Southern California Campus  
 Davidson Conference Center: 3415 S. Figueroa St., Los Angeles, CA, 90089

**8:45 AM Welcome to VX2011/at the University of Southern California (EMBASSY ROOM)**  
 Tom Sayles, Councilwoman Jan Perry, USC Dean Ma, USC Dean Knott, and David Abel

**9:00 AM MORNING PLENARY #TP1**  
**Green Build: Integrating Sustainable Planning/Design/Technology/Policy (EMBASSY ROOM)**  
**Low Carbon City Building**  
*Moderator:* Panama Bartholomy (CA Energy Commission, Deputy Director, Energy Efficiency and Renewables Division)  
*Panelists:* USC's Dean Ma; SCE's Jessica Mack; LADWP\*; AECOM's Anthony Bernheim; MGM Resorts' Cindy Ortega; Osamu Onodera (Japan's NEDO); Lee Kanon Alpert, former President, L.A. DWP Board of Commissioners

**10:20 AM PLENARY #TP2**  
**The Politics and Business of Climate Change Regional Climate Policy & Regulation:**  
**How Are Subregional Gov't Initiatives Driving Markets for Renewables & Sustainability? (EMBASSY ROOM)**  
*Congress may or may not pass legislation curtailing carbon emissions in 2011, which means states and regions will again be taking the lead in developing climate change policies to drive the renewable markets.*  
*Moderator* NRDC's Felicia Marcus  
*Panelists:* USC's Daniel Mazmanian; SCE's Michael Hertel; SCLC's Lee Harrington; Chair, Plug-in Vehicle Collaborative's Diane Wittenberg

<p><b>11:15 AM PANEL #T3</b>  <b>Commercialization of Clean Technology Research Solar/Biofuels/Storage</b>          CLUB A/B (2ND FLOOR)  <i>Moderator</i> Richard Drobnick  <i>Panelists:</i> Toronto's Tom Rand; ICET's Feng An; Rick Friedman, USC's Senior Director of Technology Advancement and Licensing, Sweden's Östen Ekengren IVL</p>	<p><b>PANEL #T4</b>  <b>Planning, Powering &amp; Financing Green &amp; Sustainable Campuses</b>          (EMBASSY ROOM)  <i>Moderator:</i> Bill Allen  <i>Panelists:</i> USC's Brian League; Renata Simril; Jones Lang LaSalle; Greg Otto (Buro Happold/USC)</p>	<p><b>PANEL #T5</b>  <b>The Nexus Between Climate Change, Sustainability and Healthcare</b>          ALUMNI A/B (2ND FLOOR)  <i>Moderator:</i> Michael Berg  <i>Panelists:</i> Paul Holdredge; GE Healthcare; Rachelle Wenger (CHW); NRDC's Felicia Marcus</p>
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**USC SCHOOL OF ARCHITECTURE RECEPTION – HOST: USC SCHOOL OF ARCHITECTURE'S DEAN MA\***

**DAY 4: WEDNESDAY // JANUARY 26, 2011**  
**Co-Hosts: VerdeXchange, UCLA's Institute of the Environment and Sustainability, NRDC and E2**  
 UCLA Campus\*

**6:00 PM RECEPTION**

**7:00 PM LECTURE**  
**Oppenheim Lecture:** Patagonia's Yvon Chouinard

**8:00 PM Q&A**

\* VX2011 Program is subject to modification based upon speaker availability and evolution of content  
 \* Breakout sessions will bring together noted panelists in business, industry, finance, government, & the environment – each of whom are decision/ dealmakers.  
 \* Website: [www.verdexchange.org](http://www.verdexchange.org)  
 \* Wednesday evening, Jan 25th, attendees of VX2011 are invited to register as guests of the UCLA/Institute of the Environment for the Oppenheim Lecture by Yvon Chouinard, Patagonia's Founder. Space is now very limited. To register go to: <https://eventsrsvp.ucla.edu/oppenheim>