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

**2nd Annual Greening Your Bottom Line Expo & Conference**

*Green Business, Green Initiatives, Green SWFL*

**October, 16 & 17, 2013**
8:00 am to 4:30pm
Fort Myers, Fl. Harborside Event Center.

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

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**LEARN**

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

**NETWORK**

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

**MARKET**

Your products and services

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

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**For reservations:** Contact the Small Business Development Center website. [www.sbdc.fgcu.edu](http://www.sbdc.fgcu.edu)
Greening Your Bottom Line
Expo & Conference
October 16, 2013

8:30-9:00 am.  Registration / Networking / Exhibitors Open

9:00-10:30 am.  Breakfast / Introductions / Key Note Speaker

Jon Iglehart, Florida Department of Environmental Protection
Dan Regelski, FGCU Small Business Development Center
Margaret Wuerstle, Exe. Director, Southwest Florida Regional Planning Council
Honorable Randy Henderson Jr. Mayor City of Fort Myers

Special Award Presentation: City of Fort Myers Yacht Basin

Key Note Speaker:  Keith Reynolds, Associate Environmental Manager – Arthrex
The Greener Side of Manufacturing

10:30-11:05 am.  Richard Greg, LEED AP, Senior Sustainability Consultant – Sustainability Services, Waste Management

11:05-11:20 am.  Break - Exhibitors

11:20-12:00 pm.  Fred J. Schur III, and Mike K. Walsh,
Regional Sales Managers TECO People Gas
Greener with Natural Gas: Fueling Florida Business

12:00-1:30 pm.  Lunch/Networking/Exhibitors

Key Note Speakers:  Susan Glickman, Southern Alliance for Clean Energy, SACE
Climate & Energy Advocate, appointed by Gov Rick Scott to the Commission on Community Service

Steve Hatfield, Sustainable Business Solutions Manager
PricewaterhouseCoopers US
Green Financial Incentives

1:30-2:15 pm.  Jim Windman, Sales Manager, Florida Laundry Solutions,
Sustainability, Cost Reduction for Hospitality and Health Care Industries
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2:15-2:30 pm.  Break – Networking/Exhibitors
2:35-3:20 pm.  Thomas W. Franklin, Recycling Program Coordinator - Sarasota Green Business Partnership
3:30-3:45 pm.  Break – Networking/Exhibitors
3:45-4:30 pm.  Robert Wanvestraut, Senior Water Conservation Analyst Southwest Florida Water Management District Offering a Two-Part Presentation for General Business Owners PART I: Lowering Operating Costs via Water Use Efficiency Improvements PART II: Florida Water Star
4:30 pm.  Networking/Exhibitors

Special Note, October 16 - Second Floor Conference Room
1:30- 4:30 pm.  Betsy Allen, CEO, MBA, CSP, MOK, Growth Consultant, Executive Coach & Author Gaining Results, Inc. President & CEO, Southwest Regional Manufacturers Association

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

Session 1: Sustainability
Sustainability - Sustainability means different things to different companies. Size of company and industry will most definitely play a role in the definition. Yet, there are commonalities to sustainability that apply to every business, and it is a strategy that has proven to be profitable. It creates a competitive business advantage while positively impacting the environment. Any business owner/leader who is interested in cutting edge, field-tested strategies designed to help you grow your business, gain competitive advantage and capture more loyal customers should attend.

Session 2: Goals, Metrics or Magic, Oh My!: What is Leadership and I care Why? During this session, participants will experience a field-tested process of defining human potential, explore leadership and the wheels of life and seize goals (not just set them).

*For these additional programs please RSVP – Mary Fitzgerald @ 239.344.5704 Mary.Fitzgerald@dep.state.fl.us
Greening Your Bottom Line
Expo & Conference
October 17, 2013

8:00-9:00 am.  Registration / Networking / Exhibitors
Continental Breakfast

9:00-9:10 am.  Welcome
Brad Stombock, Director – FDEP Office of Sustainable Initiatives

9:15-9:40 am.  Paul Shahriari, Senior Vice President Strategic Sustainability
GreenMind, Ecologic3, ecoScorecard SmartBIM, member of USGBC

9:40-10:40 am.  Panel Discussion: The Future of Smart & Sustainable
Development in Southwest Florida

Panel Members:
Robert Wanvestraut, Senior Water Conservation Analyst, SFWMD
“Buck” Martinez, Sr. Director Office of Clean Energy, FPL
Jonathan Romaine, EnSite, Inc. Florida design firm
Donald Paight, Director City of Fort Myers CRA- Construction Industry Representative

10:40-10:55 pm.  Break - Exhibitors

10:55-11:30 pm.  Clean and Resilient Marina Initiative: Improving
Environmental Sustainability and Resiliency to Natural and
Man-Made Disasters
Laura Comer, Environmental Specialist III and South District
Clean Marina Coordinator - FDEP
Brad Stombock, Director – FDEP Office of Sustainable Initiatives

11:30-1:30 pm.  Lunch/Networking/Exhibitors

Key Note Speaker  Joy Lehman, Hertz- Global Sustainability Manager
The Living Journey

Recognition of Southwest Florida’s 10+ Year Clean Marinas
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1:30-2:30pm.
Hospitality Panel Discussion: Why Go Green, What Does It Do For My Hotel, Restaurant and the Service Industry
Moderator: JoNell Modys, PR &Communications Manager – Naples, Marco Island Everglades Convention and Visitor Bureau and Collier County Tourism

Panel Members:
Maury Zimring, Director of Corporate Responsibility and Environmental Sustainability – IHG Inc.
Fred Realbuto, Director, Audubon International Green Lodging Program
Adam Zaleski, MA, Psychology Instructor – FGCU Social and Behavioral Sciences
Jeff Benavides, Manager Energy & Sustainability projects for Wyndham’s Resorts
Dr. Dave Randle, Adjunct Faculty – USF Patel College of Global Sustainability’s Sustainable Tourism Program

2:30-3:00pm.
Break - Exhibitors

3:00-3:30pm.
Green Lodging Meeting: How do I start the Process of Becoming a Green Certified Hotel
Latest news in the Green Certification program
Moderator: Brad Stombock, FDEP Director Office of Sustainable Initiatives

Panel Members:
Maury Zimring, Director of Corporate Responsibility and Environmental Sustainability – IHG Inc.
Fred Realbuto, Director, Audubon International Green Lodging Program
Jeff Benavides, Manager Energy & Sustainability projects for Wyndham’s Resorts

3:15-4:00pm.
Robert Wanvestraut, Senior Water Conservation Analyst
Southwest Florida Water Management District
Water Conservation Hotel and Motel Program (Water CHAMP) & Facility Water Audits: On the Path toward Florida Green Lodging Program Recognition
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4:10-5:00pm.  Panel Discussion on Eco Tourism
              *Best Practices as a Tour Operator*
              Moderator: Jennifer Carpenter, Environmental Administrator – FDEP

              Panel Members:
              Peter Corradino, Vice Chair Florida Society for Ethical Eco Tourism
              Director of Operations, Everglades Day Safari
              Connie Langmann, Owner of Gaea Guides of Southwest Florida
              And other ecotourism operators

Special Note for October 17: Second Floor Conference Room

1:30-2:30pm.  Revised Hazard Communication Standard Can Help You
              Green Your Chemical Inventory
              Joan M. Spencer, MPH, CIH, Compliance Assistance Specialist, OSHA

6:00-7:30pm.  *Networking:*
              Hospitality Industry and FGCU Students
              School of Hospitality and Resort Management
              at Holiday Inn Downtown Fort Myers, 2431 Cleveland Ave, Fort Myers

*For this event please RSVP – Martha Avila @ 239.344.5644.
Martha.Avila@dep.state.fl.us
We would like to thank our sponsors:

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Some of the 2013 Exhibitors are:

- SFWMDB.gov
- Sarasota County
- Green Business Partnership
- P&G
- Dream Green Services
- SRMA
- SeniorLIVINGGUIDE.com
- Florida Gulf Coast University
- FSU
- Sherwin Williams